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Life Insurance Edition

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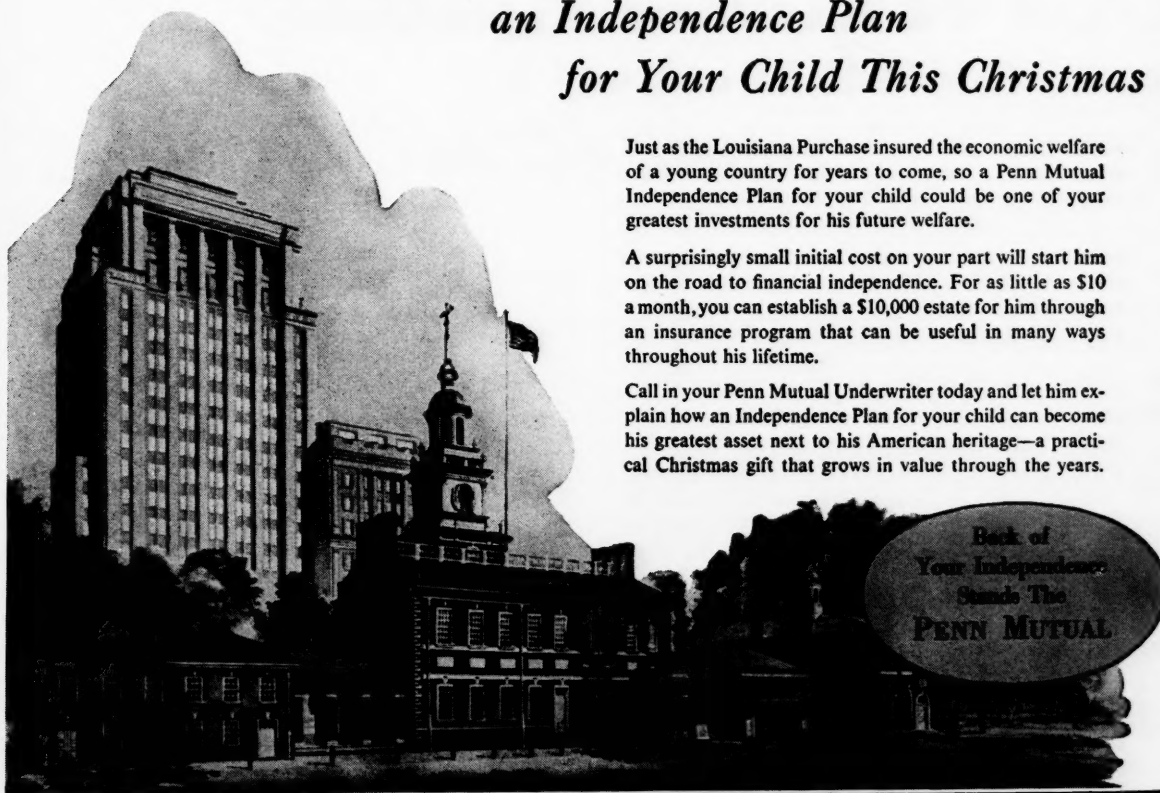


Your Greatest Investment... *an Independence Plan for Your Child This Christmas*

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A surprisingly small initial cost on your part will start him on the road to financial independence. For as little as \$10 a month, you can establish a \$10,000 estate for him through an insurance program that can be useful in many ways throughout his lifetime.

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THE PENN MUTUAL LIFE INSURANCE COMPANY • INDEPENDENCE SQUARE, PHILADELPHIA

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FRIDAY, NOVEMBER 20, 1953

$$(j-i) \left[P({}_{n-1}U_x + I) - {}_{n-1}k_x \right]$$

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MUTUAL

Life Insurance Company of Boston

THE COMPANY THAT FOUNDED MUTUAL LIFE INSURANCE IN AMERICA—1835

The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

57th Year, No. 47
November 20, 1953

Oates Decision Seen as Lift to Allure of General Agent's Job

Would Also Be Boon
in Post-Mortem Renewals
Paid to Personal Producers

BY ROBERT B. MITCHELL

The decision of the federal court of appeals at Chicago that a general agent's post-retirement renewals can be leveled out rather than catching the devastating impact of the graduated tax scale in the early years after retirement is not only causing great rejoicing among general agents but is looked upon as the remedy for the biggest drawback to the general agent's role.

It is viewed as significant for soliciting agents as well, but mainly as respects the after-death payment of renewal commissions, since payment of commissions after retirement doesn't ordinarily present anything like the same problem to the agent as to the general agent.

The decision, reported briefly in a late news bulletin in last week's issue, deals with an arrangement made by James F. Oates shortly before his retirement as a general agent of Northwestern Mutual Life at Chicago to pay his renewal commissions at the rate of \$1,000 a month for 15 years and the remainder in a lump sum.

The internal revenue commissioner has 90 days in which to appeal from the decision to the U. S. Supreme Court and for good cause may get an additional 60-day extension. But in view of the unanimity of the U. S. tax court decision and of the circuit court of appeals in upholding the lower court and also because of the very positive language of the appeals court decision, many general agents and others who are interested are permitting themselves to regard it as pretty much of a sure thing that the Supreme Court will refuse to review the decision, or if it does will decide with the two lower courts.

It is even considered quite possible that the internal revenue commissioner will decide against asking the Supreme Court for a writ of certiorari.

While the decision is based on the facts in the Oates case, all Northwestern Mutual general agents have the same opportunity as Mr. Oates did to accept the level renewal plan, so the decision would apply equally to them. Also, the situation is sufficiently typical of general agents' situations in the aggregate that the decision would apply to them or their contracts could readily be adapted to make use of the decision. It is essential, under the decisions, that arrangement be open to all of a company's general agents.

One of the most significant parts of the appeals court's decision, it is felt, is the paragraph holding that the cases

10-Month Sales Show Rise of 17%; Group Gains 29%

October life insurance sales, amounting to \$2,908,000,000, brought the aggregate for the first 10 months of the year to \$29,573,000,000, some 17% more than a year ago, according to LIAMA.

Ordinary sales in October were \$1,952,000,000, up 7%. Industrial bought in October amounted to \$562 million, an increase of 5%. New group amounted to \$394 million, also an increase of 5%. These represent new groups set up and do not include additions under group insurance contracts already in force.

In the first 10 months, ordinary sales were \$19,315,000,000, up 17%; industrial totaled \$5,367,000,000, a gain of 7%, while new group life amounted to \$4,891,000,000, a rise of 29%.

It was cited by the commissioner in support of his position and reviewed by the court did not uphold the doctrine the commissioner was trying to invoke. This part of the opinion reads:

"This case is far removed from such decisions. Here the parties were confronted by a situation where inconvenience and resulting dissatisfaction came to the retired agents by reason of the constantly decreasing payments made by the company under the original contract. To relieve the situation, the company and the taxpayer, after full and complete negotiations, before retirement of the agent, agreed to abrogate and annul the old contract, to substitute a new one and thus to improve the unsatisfactory posture of affairs. The taxpayer did not reduce to his immediate possession or to his present enjoyment anything that might thereafter accrue to him. He made no assignment; he took no dominion over the accrued commissions other than to agree to receive them in cash installments as they matured under the contract. He did nothing to charge himself with the economic benefit to be derived from the accruing commissions but, on the contrary, let them accumulate under an agreement whereby the company was to pay the same amount every month rather than constantly decreasing amounts.

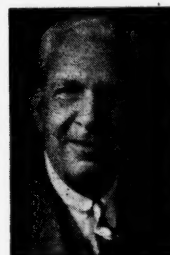
"We think the tax court was right. Its decision is affirmed."

General agents are especially hard

(CONTINUED ON PAGE 23)

Jones Declares for 2nd NALU Term with Hoosier Backing

Claude C. Jones, general agent for Connecticut Mutual at Indianapolis, will run for reelection as trustee of National Assn. of Life Underwriters, it was learned Monday. A resolution passed at the mid-year meeting of the Indiana association and one by Indianapolis General Agents & Managers Assn. urged him to declare for reelection.



Claude C. Jones

Mr. Jones entered the business in 1919 with Connecticut Mutual at Indianapolis and in 1934 was appointed general agent there. In 1941 he transferred to Buffalo in the same capacity and returned to Indianapolis in 1944 to succeed his brother, George K. Jones, who had retired as general agent for the company.

Among his life association affiliations are: President of Indiana Life Underwriters Assn., 1941 and 1950; national committeeman of the Buffalo association, 1943; chairman of the New York sales congress, 1943; chairman of NALU nominating committee, 1944; national committeeman of the Indianapolis association, 1947 to date; chairman of the Indiana sales congress, 1947, and chairman of the midwest management conference, 1950; first term trustee of the National association, 1952, and at present chairman of the NALU publications committee.

N. E. Mutual Men Meet

"Cornerstone Conference," the first general meeting of the New England Mutual's district group managers and agents, is in session at the home office in Boston. Seminar subjects include group underwriting problems and general trends in group sales.

Participants include President O. Kelley Anderson, Vice President Walter Tebbetts, Vice President George L. Hunt, Financial Vice President Sherwin C. Badger; Walter Bjorn, director of group insurance, and William R. Christmas, group secretary. Carl A. Whitman, director of group sales, is presiding.

Funds Flow in to Support N. Y. State Association's Work

Company Contributions
to Be Available Over
12 Months as Needed

NEW YORK—About half the fund that the New York domiciled companies are getting together to support the work of the New York State Life Underwriters Assn. on a temporary basis has been paid in to Bruce E. Shepherd, manager of Life Insurance Assn. of America, who is acting as trustee for collection of the money.

The contributions are being made on a purely voluntary basis. The money will be made available to the state association during the next 12 months as the need arises. The plan was adopted by the companies after conferences with state association leaders, pending the setting up of a plan to supersede the company member plan of the New York state group that was banned by the National Assn. of Life Underwriters trustees at the annual meeting in Cleveland in August.

Everything now seems to be set for implementing the New York plan substantially in its original form, but with the domestic companies designated as "industry associates". This has received the informal approval of the NALU board of trustees and is just as satisfactory to the state association as calling the companies "members."

However, the "industry associate" plan would call for another change in the state association's bylaws and this will not be voted on until the annual meeting in May, after the NALU trustees have had a chance to give their official approval at the midyear meeting of NALU in March.

N. Y. City Ups Dues 20%

NEW YORK—The New York City Life Underwriters Assn. has voted to increase its dues 20% for all but one classification of members. Soliciting agents' and agency assistants' dues are increased from \$15 to \$18. General agents and managers whose agencies paid for \$4 million or less a year, will pay \$37.50, up from \$31.25. If their agencies pay for more than \$4 million they will be assessed \$7.50 for each additional \$1 million or fraction, subject to a maximum charge of \$235. The former maximum assessment was \$187.50.

Class A associate members, those who live and work outside of New York but want to continue membership in the New York City association, will pay \$7.50 a year. Class B associate members, salaried home office people, will pay \$15 instead of \$10. This is the sole exception to the 20% rise.

Syracuse President on TV

Donald E. Shopiro, president of Syracuse Life Underwriters Assn., spoke on "Life Insurance for Family Security" in the television series sponsored by First Trust & Deposit Co. of Syracuse.

Late News Bulletins . . .

American Country to Buy South Coast Life

American Country Life of Houston has completed arrangements to buy a majority of the outstanding stock of South Coast Life of Beaumont. Joe Woodward, president of American Country Life, has been elected South Coast Life president. In addition, 11 American Country Life directors have been named to the South Coast board.

Mr. Woodward said that it is anticipated the two companies will be combined under the South Coast name. The Beaumont company, in existence for 18 years, has \$20 million of insurance in force and assets of more than \$2.3 mil-

(CONTINUED ON PAGE 24)

Trainer's Panels, Compensation Forum Put Sparkling Final Touch to LIAMA Meet

Winding up the LIAMA annual meeting at Chicago last week were three trainer's conferences and a compensation forum, the former sponsored by the trainer's conference planning subcommittee of the education and training committee, of which Stanton G. Hale of Mutual Life of New York, is chairman, and the latter by the compensation committee, E. J. Moorhead, New England Mutual Life, chairman.

Thursday afternoon there were simultaneous sessions of the compensation forum, with Mr. Moorhead presiding, and the first training conference panel, "Training in Agency Management", with Ward Phelps of Mutual Life of New York as moderator. Panelists were Milton R. Hamilton of Imperial Life of Canada; Charles G. Heitzberg, of Mutual Benefit Life; W. R. Jenkins of Northwestern National Life; Fred S. Sibley of Pacific Mutual Life, and Andrew H. Thomson of New York Life. The second panel, "Problems of the Training Executive", an

evening session, was moderated by Horace R. Smith, Connecticut Mutual Life. Participating were Mr. Thomson; John K. Luther, Aetna Life; H. Curtis Reed of Travelers; Mr. Hamilton; Mr. Sibley, Mr. Phelps, Harold W. Gardiner of Northwestern Mutual Life, Homer C. Chaney of New England Mutual Life, C. L. McPherson of Massachusetts Mutual Life; J. Carlton Smith of Southwestern Life, and Lester S. Roscoe of Occidental Life of California.

The final trainer's conference, "Problems of Training Agents", on Friday morning had as moderator Mr. Gardiner, and the panelists were Messrs. Luther, Roscoe, Chaney, Reed, McPherson, and J. C. Smith.

At the compensation forum six questions were asked, the first being "Just what is our compensation problem, and what are the broad fundamentals that require attention?" Seth C. H. Taylor of Sun Life of Canada said the first problem is to reach a philosophy that fits into the company on its own terms



Shown at LIAMA annual meeting, left, Frank B. Maher, John Hancock Steele C. Mackenzie, Dominion Life, a new LIAMA director; Cecil J. North, former LIAMA president, and Earl R. Trangmar, both of Metropolitan Life.

and then proceed. "We have been in a straitjacket some 40 years due to New York law, but we still have the problem of financing the apprentice agent who is in no position to save money," he said.

Chauncey A. Brown of Mutual Benefit Life shared Mr. Taylor's philosophy of helping give a new man a start by different means of compensation than that for the established agent, but even with the New York law his company has been able to do something about it. He feels that this is the responsibility of the general agent and the company should just act as a "banker".

Question two dealt with "Where does financing fit into the recruiting picture?" Carl A. Peterson of North American Life & Casualty opined that financing does not belong in the recruiting picture until the general agent is absolutely certain the new man will be a good life insurance agent, filled enthusiastically with the proper concepts of the business. He said that the wrong approach is now being made in offering compensation as an inducement and that "we've overlooked the strongest card in the deck—the commission form of compensation." He pointed out that of the several hundred thousand new businesses started since the last war, every one of them came into being "because no one wanted to be someone else's hired man," which is exactly the type of recruit needed in life insurance and financing this type is no problem.

Robert A. Parish of Connecticut General Life said that "when we are thinking in terms of financing as a method of attracting men to our business, we are playing with a pretty dangerous and pretty sharp tool. Ours is a commission business and that is its attraction." He pointed out that although financing is virtually a must

(CONTINUED ON PAGE 4)

IWO SETS PRECEDENT

Says Financially Sound Insurers Can Be Liquidated

NEW YORK—The forced dissolution of International Workers Order, recently upheld by the U. S. Supreme Court, established that an insurer whose objectives are improper may be liquidated even when it is in sound financial condition, according to Alfred C. Bennett, special counsel and attorney for the liquidation bureau of the New York department.

Mr. Bennett observed that the court had found the fraternal insurance activities of the order an excuse for its fundamental aim, which was to aid the Communist party. According to the court decision, this political motivation established a real financial hazard, even though IWO had sufficient reserves and cash to meet legal requirements. Hitherto, the department had sought dissolution of insurers only when their financial condition was unsound.

Mr. Bennett's lecture, covering the history and activities of the liquidation bureau, was the third in a series of 30 scheduled during the second year of the department's training program for examiners.

Since establishment of a permanent liquidation bureau in 1910, Mr. Bennett said some 350 companies have been taken over by the department in accordance with a regular procedure.

Prudential Names Seguin

James F. Seguin, Jr., has been appointed manager for Prudential in the Chicago Lake View district. He joined the company in that city in 1948 and in 1949 became staff manager in Blue Island, Ill. He will supervise the sales and service activities of 44 agents and six unit managers.



Shown at the LIAMA Chicago meeting, left, Jack R. Morris of Business Men's Assurance, president of Life Advertisers Assn.; Margaret Divver of John Hancock, and Arthur W. Theiss of Minnesota Mutual Life.



Also on hand at the meeting were left to right, R. L. Walker of Fidelity Life, and Robert L. Hogg, executive vice-president and general counsel of American Life Convention.

SEVEN AGES OF LIFE—PROTECTED

IT WAS SHAKESPEARE who first said that man goes through seven ages of life from infancy to old age—each different, each bringing new outlooks, new needs.

And it's Occidental Life that sets the pace in devising the kind of flexible life insurance that will serve man's changing needs at each age...

...the juvenile policy that grows to adult size as the child grows...the benefits that can be added to old Occidental policies by rider...the endowment-type plans that can become life plans without re-examination...these and many more.

This is the kind of life insurance that lives with a man in all his ages—and for his family if he dies before the last.

"A Star in the West..." ☆



HOME OFFICE: Los Angeles
W. B. STANNARD, Vice President

"WE PAY AGENTS LIFETIME RENEWALS... THEY LAST AS LONG AS YOU DO!"

Low Middle Income Sales Stress Harmful to General Agent

Kaufman Tells Hoosiers Manager Must Upgrade Selling to Break Even

While industry spokesmen urge selling more widely among the lower middle income groups, the hard facts of economics are that today's general agent is forced constantly to upgrade the selling of his men in order to break even, Dan Kaufman, general agent of Northwestern Mutual at Chicago, told Indianapolis General Agents & Managers Assn.

Stressing that he was not attacking the general agency system but seeking to keep it from being harmed, Mr. Kaufman declared that too many men are jumping into management before they are ready for it and before they actually know what the problems are. "Once a man gets the management bug, it's like being in love," he said. "He won't listen to reason. He insists on picturing the job the way he has decided it is no matter how far that is from reality."

Mr. Kaufman stressed, and cited figures to prove, that there is no more financial opportunity in management than in the agent's job. "The basis of a man's decision to move from solicitor to general agent or manager ought to be whether or not he likes management work, and not on rosy dreams of greater earnings," he warned. "For my part, I'm staying in it because I like it; but had I honestly known the problems I would face, I probably would have hesitated much longer than I did. In my case, as in so many, I got the bug before I got the facts."

The speaker urged general agents and managers present to figure out their true "break-even" point on an agent. "We too often carry a man along at a production level which, when we get the figures, turns out to be one on which we are actually losing money—that is, the cost of housing and supervising him is greater than we make on the premiums he brings in."

Illustrating with actual figures, Mr. Kaufman showed that in his particular operation, a man has to hit \$500,000 a year before he is actually profitable to the agency. "Admittedly my costs, operating in metropolitan Chicago, are higher than average; but you may be surprised when you do some careful figuring just how many of the marginal men you are carrying are actually taking money out of your pocket."

Mr. Kaufman, one-time million-dollar producer in the Indianapolis agency of Northwestern Mutual, urged general agents and managers to show their men what the actual costs and actual problems in agency operation are. "You'll find they are more cooperative, more understanding, when you do," he reported.

"Don't make a mystery out of agency operation," he urged in concluding. Not only will your men cooperate better if they understand your problems, but also you will be helping the man who expects to go into management some day. By helping him, you

protect the agency system which is so vital to life insurance in America."

The meeting, following the lead of the Indiana Assn. of Life Underwriters mid-year meeting, passed a unanimous resolution urging Claude Jones, general agent of Connecticut Mutual, to run for a second term as trustee of NALU.

• Philip O. Works, Penn Mutual at Rochester, was honored at a luncheon in recognition of his 20 years as a general agent.

Kansas Life Leaders

Elect Sowers Chairman

Kansas Leaders Round Table held its annual meeting at Wichita, electing A. L. Sowers, American Home Life, Topeka, chairman. He succeeds Keith Hayes, Mutual Life, Hutchinson.

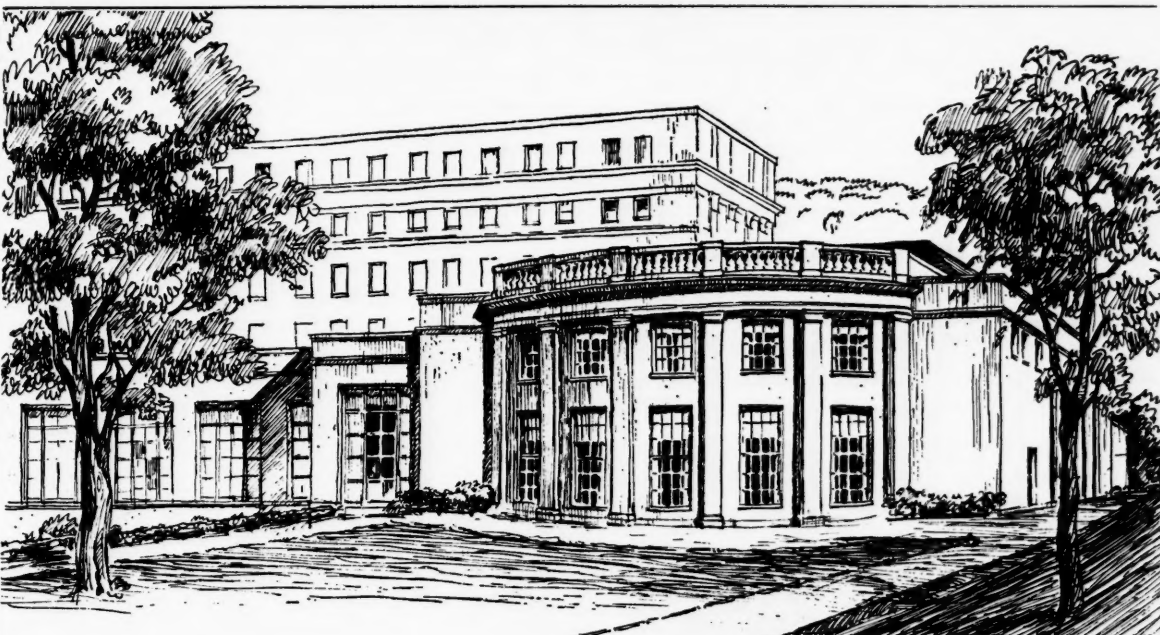
W. E. Meckenstock, Penn Mutual, Oberlin, was named vice-chairman, and Cecil Peterson, Union Central, Topeka, secretary-treasurer.

Attendance at the advanced underwriting seminar sponsored jointly by the round table and University of Kan-

sas extension division, was 157 and a new record. The seminar was directed by Hal L. Nutt and Robert R. Girk, both of the life marketing institute at Purdue University, and the luncheon speaker was A. E. Manhardt, general sales manager of Fidelity Investment Companies.

Faunce Audit Division Head

John W. Faunce of Grand Ledge has been named director of the audit and taxation division of the Michigan department. He has been with the department for a number of years as an examiner.



The New Auditorium Wing at The Greenbrier

In mid-1954, The Greenbrier will offer enlarged and improved facilities for group meetings at famous White Sulphur Springs, West Virginia. The New Auditorium wing will offer groups up to 1,000 the most modern meeting facilities to be found anywhere.

The new addition will have an 8,600 sq.-ft. auditorium with a capacity of 1,075 for meetings and 860 for banquets. A theater with continental style seating and an inclined floor will accommodate 400. Both will have full stages with all facilities, plus the latest projection equipment and P.A. systems. Various sized smaller meeting rooms are also included. The entire wing will be air conditioned.

For detailed information about the new meeting facilities, address: DIRECTOR OF SALES

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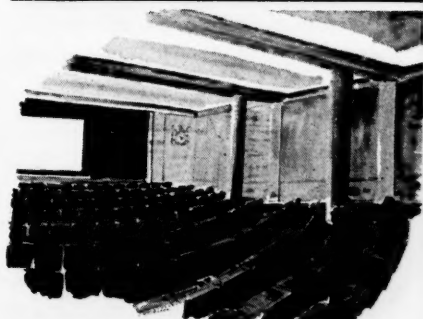
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AUDITORIUM set for banquet

Dimensions — 72' wide by 112' long. No obstructions. Fully equipped stage 40' x 20', orchestra pit, dressing rooms. Motion picture and slide projection. P.A. system. 110-220v. A.C. power supply with ample outlets. Pantries and kitchens adjoining.



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Dimensions 56' x 76'. Inclined floor, continental seating. Fully equipped stage, 64' x 16' (40' proscenium opening). Orchestra pit, dressing rooms. Motion picture and slide projection. P.A. system. 110-220v. A.C. power supply.

State Officials Weigh Own Course in Suit Against Equitable

NEW YORK—Assistant Attorney General Hirschowitz of New York state conferred Wednesday with insurance department officials on the action brought in New York county supreme court by a policyholder to get the department or the attorney general to move against Equitable Society directors because of criticisms in the department's examination report. No decision was reached on what course should be taken.

The policyholder, Gustave B. Garfield of New York City, a lawyer, wants an accounting, to show whether there is a basis for recovering from the directors if any company funds were improperly expended.

The court order which Mr. Garfield obtained directing the state authorities to show cause why they should not proceed against the directors was returnable Wednesday but the state asked for a postponement, which was granted, and the order is now returnable Dec. 2. Mr. Hirschowitz said he

will confer again with the department people, probably in about a week, after he has had a chance to read the examination report. Unless illegal acts were committed, there would be no basis for recovery from directors, he indicated.

Mr. Garfield's suit is the first to be brought against the Equitable directors by the procedure of first seeking to get the insurance superintendent or the state attorney-general to move against the directors. Fifteen other suits are pending, all begun a couple of years ago when the criticisms in the department's triennial examination were reported in the New York *Journal-American*.

According to Mr. Garfield, these 15 suits must be dismissed because under the law it is necessary for a petitioner first to ask that the department or the attorney-general act. If neither of these state officials will act, the court may then give the petitioner the green light or it may, if it prefers, designate some other petitioner to bring action in behalf of his fellow policyholders. Or the court may decide that there is no basis for the action.

Thus, neither the insurance superin-

tendent nor the attorney-general can be compelled to move against a company's directors but if they do not wish to do so they can be compelled to abandon that course and leave the way open for the court to permit a policyholder to go ahead and sue.

Conferences, Forum Cap LIAMA Chicago Meeting

(CONTINUED FROM PAGE 2)

In most recruiting today, it should not be looked upon as a means of attracting men to the business. It can lead to dangerous downgrading of quality of the field force, and it attracts men who will never be happy in the business. He agreed with Mr. Peterson that financing should be a part of the induction process but should come only into that area when the general agent is convinced the recruit is really sold on the business. Then it is time to discuss how to make it economically possible to live.

Question three on "How has the recent section 213 training allowance affected company thinking on financing?" was answered by Milton J. Goldberg of Equitable Society, who said that the amendment does not change the design of the present plan, but will provide more money over and above schedule Q, and that there is a good opportunity for companies to review their plan to see if they desire a change. He believes it's not "too smart an idea" to ask the New York department numerous questions but to decide on a plan and then submit it, which he opined the department would favor much more. He said with the new allowance the New York companies could now compete for manpower with the companies not located in New York, but pointed out that the recruits must be new men, which prevents proselyting.

Question four, "What should our attitude be toward the debt of a successful agent, or deficit for breaking in a new man? Should the indebtedness be forgiven?" Robert J. Ardison of Massachusetts Mutual Life said that "We have been groping for years but should not use financing to attract new men. But if we do not solve the financing problem quickly, we cannot compete with other businesses to get desirable men into the business." The new 213 amendment now allows the companies to forgive the indebtedness, which he called "one of the great curses of the business." His company forgives indebtedness and "is exceedingly well pleased with the people they are getting."

Eugene B. Rogers of Mutual Service Life said his company doesn't want a man that is economically disturbed. New men must be financed and there must be a forgiveness factor provided. It is not stressed, however, and the new man is sold on the business first and then told there will be a deficit and that it may be absorbed by increased production or maintaining a certain level and the company will write it off; also it is forgiven if the man and his wife bring in a recruit.

"What are the pros and cons to various approaches of validation?" was question number five. Herbert C. Skiff of Phoenix Mutual Life said it is necessary to assume there was good selection, training and supervision to begin with and that the decision of how much production will validate paying the agent, how much and how long, is largely individual. He said "you must decide whether you want to buy the new man's business or if what you are buying is a man—a producing unit for the future." His company has a check

General Fidelity Starts with \$300,000 Capital, Surplus

General Fidelity Life, the new life and A&H insurer at Richmond, Va., is beginning with capital of \$200,000 and surplus of \$105,000. Its home office is 1108 East Main street.

Virgil R. Goode, the president, is a lawyer and has been prominent in Virginia Bar Assn. activities. He graduated at University of Richmond in 1921 and served as an instructor in business law there the next three years. Howard W. Dobbins, secretary, and V. Cassel Adamson, treasurer, also are attorneys.

Bowles, Andrews & Towne of Richmond, is the company's consulting actuary.

list for self-evaluation as the new man is compensated. It does not hold hard, however, to the valuation schedule in terms of production.

R. Radcliffe Massey of John Hancock said as an agency officer, he doesn't want to be a banker, but virtually has to be if there is a financing plan. He concurred that there should be a schedule or evaluation sheet at least until the new man and his potentialities are fully known.

Daton Gilbert of Connecticut Mutual Life said that if the company pays on a cash commission basis, it should be remembered that some agents for some particular reason may do a good deal of quarterly business as against annual premiums and there must be fairness in the compensation.

Charles F. B. Richardson of Mutual Life of New York stressed the fact that no compensation or validation of any other plan will be very effective if the manager or general agent does not follow it closely and enthusiastically.

The sixth question, "How much should we invest to get the man we want?" was answered by Willard C. Brudi of Lincoln National Life, who said there is no hard and fast rule and each case must be decided on its own merits. He said the economic level a man was on before is not too important and that if his budget demanded say \$500, he may not be worth it in the insurance business. "His potential as an agent is the important item," he said, adding that the same standards, regardless of performance, should not be set for all men. "The main idea is to get them into production as soon as possible."

(The training conferences will be reported in a later issue.)

N. Y. Life Fights Heirs of "Dead" Policyholder

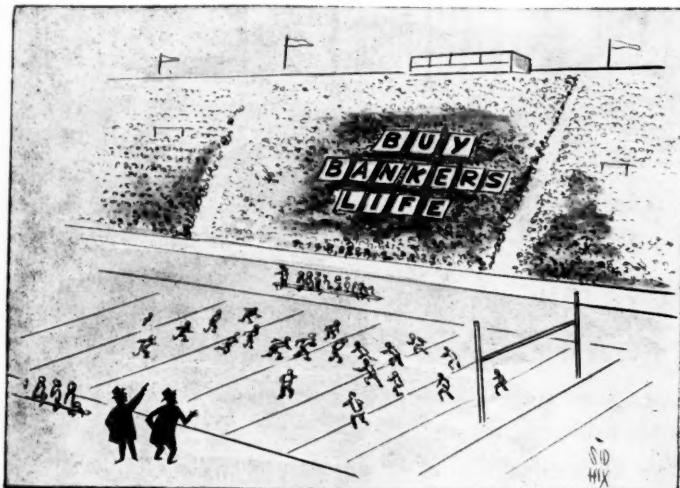
New York Life has obtained an injunction in Nashville, tying up the remainder of the \$53,000 paid to heirs of Thomas C. Buntin, whose reported death 11 years ago the company now seeks to disprove.

The Tennessee supreme court, in ruling Buntin dead, said he was an alcoholic prodigal son who could not possibly have earned a living for himself more than a few months, but New York Life has indicated it would bring him into court if necessary to prove that he is alive.

Buntin disappeared in December 1921, leaving a wife and three children and two \$25,000 insurance policies paid up until the following April.

New South Carolina Insurer

Augwood L. & A. of Greenwood, S. C., which started out as a real estate corporation and now has had its charter amended, allowing it to do an insurance business, is starting out with paid-in capital of \$100,000 and surplus of \$50,073. D. H. Johnson is president.



"I never realized so many of our alumni had gone into that insurance firm!"

Bankers/lifemen Know How To Help Each Other

Bankers/lifemen are a very cooperative group and probably would work out a stunt like the one shown if there were that much concentration in one alumni group. Actually Bankers/lifemen come from many schools.

There is one part of their schooling that they do have in common . . . the training they receive in their agencies and in Home Office schools. Bankers/lifemen are trained alike . . . in a pattern of proved success.

Because they do have this type of training, Bankers/lifemen are the kind of life underwriters you like to know as friends, fellow workers or competitors.

BANKERS *Life* COMPANY
DES MOINES, IOWA

Well Call Co. I

Strengthening for tight the agency proposals plan to of discuss of India at India

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Wells of Indiana Calls for Stronger Co. License Laws

Strengthening the state law on formation of new life companies, plans for tightening up administration of the agents' qualification law, and the proposal of Indiana Assn. of Insurance Agents to sell a group life and A & H plan to members, were major topics of discussion at the mid-year meeting of Indiana Assn. of Life Underwriters at Indianapolis.

The report of a special association committee which studied the need for strengthening the law on new companies was discussed by Indiana Commissioner Wells, who declared that more new life companies have been formed in the state in the past few months than in any other state in the country.

"I believe there is little question that our laws are too lax and ought to be strengthened," Mr. Wells stated. "The recommendations of your special committee should be explored and developed fully."

Among recommendations in the committee report were: Securities sold to raise money for formation of a new company must be sold by established Indiana securities firms licensed by the state; capital and surplus requirements should be strengthened; members of the board of a new company must purchase and maintain insurance in force with it; agents must complete a course of training approved by the commissioner; dormant company charters should be terminated "so there will be no traffic in them"; sale of stock-life insurance tie-ins should be forbidden, and no agent should be allowed to sell stock, separately or with life insurance; the commissioner must approve all sales literature prepared by the company and used by agents.

The association decided against any resolution condemning the action of Indiana Agents Assn. in offering a group life and A & H plan to its members. "The Indiana state association," Owen Pritchard, manager at Indianapolis for Union Central and national committeeman, stated, "stands officially on the principle of employer-employee relationship in group." Instead of an official resolution condemning the fire-casualty agents' plan, the life association urged members to explain their viewpoint to fire-casualty men in their own communities.

Mr. Pritchard was relected to a three-year term.

Hold Ala. Sales Congress

A sales congress was held at Birmingham Nov. 13 by Alabama Assn. of A & H Underwriters. Raymond King, Jr., agency supervisor Lincoln National, Birmingham, spoke on "Public



Two past presidents of LIAMA shown at that group's Chicago meeting: Grant L. Hill, Northwestern Mutual, and W. Rankin Furey, Berkshire Life.

Relations for the Salesman," and was followed by a panel composed of Joe Ausley, North American Accident, "Selling to Women"; J. G. Fields, Aetna Life, president of the association, "Key Man A & H," and John G. Galloway, Provident L. & A., chairman of the International association, "Disability Insurance in Estate Planning."

Afternoon speakers were R. L. McMillon, Business Men's Assurance, Abilene, Tex., giving his famous "Penetrating Oil" talk, and R. W. Osler, vice-president of Rough Notes Co., Indianapolis, "What's Ahead for A & H—Some Brickbats and Bouquets."

Johnston Appointed V.P.

P. H. Johnston has been named vice-president and director of the A&H department of American Investors Life of Dallas. Mr. Johnston, in the business since 1946, has been with Continental Casualty, Security Mutual Life, and Girard Life.



Attending the LIAMA annual meeting at Chicago, left, W. T. Plogsterth, life insurance sales consultant, Ft. Wayne, Ind.; Charles B. Barksdale of Protective Life, and Ray E. Fuller of Equitable of Iowa.

Pickering to Mutual, N. Y.

Joseph R. Pickering, formerly with Prudential, has joined Mutual Life of New York as a staff actuarial assistant. He is a Society of Actuaries associate.

**A NATURAL FOR
Christmas Business
A TREMENDOUS
NEW MARKET!**

National Life's unique Juvenile Estate Builder Policy is selling fast!
It's a level premium contract which provides a modest amount of life insurance protection in the early years and automatically expands five times in face value at age 21—without increase in premium. May be applied for ages 0-14 (5-14 in New York).

Look at these features!

Low Premium Rates—The Estate Builder provides a level premium payable to age 65 even though the face amount of insurance protection increases five-fold at age 21.

Provides Cash for Education Or Emergencies—National's Estate Builder Policy is designed to build rapidly a reserve large enough to permit a five-fold increase in insurance protection at age 21. Thus, when cash is needed for education or emergencies, a larger fund is available than if a similar plan of insurance with a level face amount had been purchased.

Protection of Insurability—Although value of insurance automatically increases five times at 21, no further evidence of insurability is required—regardless of health, occupation, war or aviation hazards.

Tax Advantage—Because of high estate taxes, there's a decided trend today towards making gifts to children and grandchildren through the Estate Builder Policy.

Teaches Thrift—The Estate Builder provides a practical lesson in thrift and makes it easier for parents and grandparents to instill the values of saving in young minds.

Cash Or Income At Retirement—Over the years The Estate Builder builds very substantial cash values which may be taken in cash or used to provide a life income at retirement. Emphasis on savings in the early years results in greater accumulation of retirement benefits.

The Estate Builder is one of the most appealing contracts ever offered. We urge you to learn more about it. If you are a full-time agent of another life company, we solicit only surplus and special business not acceptable to your company.

National Life of VERMONT
Insurance Company Montpelier
FOUNDED IN 1850 . . A MUTUAL COMPANY . . OWNED BY ITS POLICYHOLDERS

INSURANCE COMPANIES Bought and Sold

We have CASH buyers for:

A life company, located in the West, Mid-W or SW, with or without A & H and Hsp, having from \$50,000,000 to \$250,000,000 of life insurance in force.

A & H agency stock company, large or small, with more A & H than Hsp & Med. Company may have some life. Any location.

Fire or casualty, or fire and casualty companies. Large or small. Any location.

Large or small stock life company in SE having good agency set-up. No industrial.

A & H company in Ill., Wisc., Minn., Ind., or Mich.

Stock life company, located in Midwest, with 5 to 50 millions of business in force, with or without A & H.

Texas stock auto casualty company.

Industrial life company, any size, in Mid-W, S or SE. May have some A & H and Hsp.

Ours is the ONLY concern whose sole business is representing sellers and buyers of insurance companies.

We have the connections, the "know how" and the market, which cannot be reached by individual direct effort. We can handle the sale of your company in a quick, quiet, confidential manner.

Our buyers have the CASH and are ready to deal.

Why not get in touch with us about your company TODAY.

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International Maps Advanced A & H Course

International Assn. of A & H Underwriters is starting plans for development of an advanced course, to follow the basic DISC introduced in 1952, which will cover A & H estate planning and business A & H.

C. O. Pauley, retired managing director of H & A Underwriters Conference, has tentatively agreed to coordinate the planning. John Galloway, Provident L. & A., Birmingham, is chairman of the board of the International.

Plans are to send a questionnaire to all companies now writing A & H, asking suggestions for content and organization of such a course. This probably will be followed by a meeting of association representatives and company men to decide on the final outline. Likely site for the meeting is Purdue University, Lafayette, Ind.

The course probably will not be sponsored by local associations, as in the case of DISC, but will be conducted once a year at universities throughout the country. Volunteer instructors may handle the technical instruction, and "local talent" the sales subjects in the course.

Conn. Mutual's '53 Output Already Exceeds All of 1952

Connecticut Mutual in the first 10 months of 1953 has passed its total 1952 production record. The company's new business through October, 1953, of \$277,175,273, compares with the complete 1952 total of \$272,985,413.

Attending the company's two-week conference for agency supervisors at Detroit were men from California, New Mexico, Oklahoma, Virginia, Tennessee, Missouri, Iowa, Indiana, Minnesota, Pennsylvania and New York.

Frederick O. Lyter, agency secretary, was in charge. Assisting him were Horace R. Smith, superintendent of agencies; Robert B. Proctor, assistant superintendent of agencies; and George G. Shoemaker, Jr., agency assistant.

Centenarian Policyholder Gets \$100 Check from Aetna

Mrs. Paul V. Collins, oldest Aetna policyholder, celebrates her 101st birthday in Washington, D. C., this month, and President Morgan G. Brainard presented her a \$100 annuity check.

She is a double beneficiary from Aetna, once under a policy on the life of her husband, a former Minnesota newspaper man, and again through her annuity which she purchased at age 72, about the time she became a beneficiary under her husband's policy.

Mrs. Collins is hard of hearing and her sight is not what it used to be, but she is actively interested in current events. She weighs less than 100 pounds and is less than 5 feet in height.

Prudential Shifts Seguin

James F. Seguin, Jr., has been appointed manager of Prudential's Lake View (Chicago) district. Mr. Seguin joined the company as an agent at Chicago in 1948, and was advanced in 1949 to staff manager at the Blue Island (Chicago) district.

Propose S. F. Dues Raise

The principal business at San Francisco's Life Underwriters Assn.'s breakfast meeting was the proposal to increase the annual dues of regular members to \$20 annually, including increases also for general agents and members and non-resident members. General agents and managers with



At LIAMA annual meeting in Chicago: Left, Frank L. Barnes of Ohio State Life; Elizabeth C. Stevens, LIAMA secretary-treasurer; Howard Kraft, Ohio State Life, and John L. Lobingier, Jr., LIAMA publicity director.

agencies paying for less than \$1 million a year would, under the proposed amendment, pay \$25 and for those paying for more than \$1 million, \$30. Non-resident members would be increased to \$15. It was pointed out that expanded services demanded by state and nation-wide economic and political

conditions required an increase of \$1.50 per member per annum to the state association and \$2 per capita to the national.

Speaker was Iver C. Larsen, manager of the San Francisco chapter of the National Safety Council, who told of that organization's activities.

We Salute . . .

OUR GENERAL AGENT

A. S. BRENNAN
Saginaw, Michigan



Alfred S. Brennan is one of the best known and most successful members in our field organization. Since joining The Ohio National in 1941 he has made an impressive record as an agency builder. Under his competent leadership, the Brennan Agency, with sales offices in Saginaw, Pontiac, Flint, and Detroit, Michigan, has kept its place in the spotlight among our leading agencies for the past twelve years. Besides doing a great job in agency building, Al has regularly qualified for many personal production honors.

**THE OHIO NATIONAL
LIFE INSURANCE CO.**
Cincinnati



Estimate N. Y. Probe Covers 500 Welfare Funds; 83% Insure

NEW YORK—Union welfare funds, all of which are being investigated by special agent George Trosk of the New York department, number about 500, according to a rough and unofficial estimate from state labor department sources. Probably about five-sixths are covered wholly or in part by insurance written in companies or the Blue Cross.

A more accurate figure is expected later this week from Mr. Trosk, as his staff is in the process of gathering data on the number of funds and the types of insurance they carry, if any.

When the state labor department made its last previous check, there were 306 such funds as of Jan. 1, 1951. Thus funds are administered either by unions or by unions and managements jointly. Since the 306 tally, there has been a big increase in number of funds though nowhere near a proportionate increase in number of members covered or dollar volume of funds handled. The increase in number of funds has been especially notable in the building trades in upstate communities. Of the 306 programs, 50, or slightly less than one-sixth, were wholly self-insured. Presumably the increase in number of funds would decrease the percentage having any form of self-insurance, since the added funds have averaged fewer members than those included in the 306 total, and the smaller the fund the less likely it is to self-insure.

Where partial self-insurance is used, it is usually only for a small part of the program. For example, the Hotel Trades Council insures its life insurance and surgical with a company, its hospitalization with Blue Cross, and has its own health center for medical service.

The state labor department said in its report of January, 1951, that "insurance companies underwrite some or all of the health insurance features of four-fifths of the 306 union and union-management administered programs. In slightly more than one-half did insurance companies handle the entire health insurance program. In the rest, Blue Cross provides hospitalization."

In many instances United Medical Service or Group Health or H.I.P. provide the medical care insurance.

Of the one-sixth that wholly self-insure, most are accounted for by locals of the International Ladies Garment Workers Union, three electrical union locals, and a hatters' union.

Milwaukee Leaders Meet

Wisconsin Life Insurance Leaders Round Table is opening its new season with an all day session Nov. 20 at the University Club of Milwaukee. Speakers will be Alden C. Palmer, R. & R. Service, and Max M. Matson, Mutual Benefit Life, Cleveland.

State Mutual Honors Denny

For the second consecutive year State Mutual Life established a new production record during its annual "Do It for Denny" October sales campaign, sponsored by General Agents' Assn. in honor of Vice-President Robert H. Denny.

More than \$19 million of submitted business was posted, exceeding last year's total by \$1½ million. H. Benjamin Normand, Worcester, was leader in amount of business submitted and number of lives insured. The New

York-Cerf agency led in volume and the Worcester agency in number of lives.

October's paid for business of nearly \$11½ million was slightly ahead of last year, making it the largest October in the company's history. For year to date the company's \$113 million of new business is 6% ahead of the corresponding ten-month period in 1952.

• U. S. Life's Chapman-Stapleton agency at New York has moved from 84 William street to 101 Maiden Lane. Dalton C. Stapleton is in charge and Ed Coyne is brokerage supervisor.

Life Companies Contribute \$5½ Million to Heart Study

Life insurance companies of the United States and Canada have contributed more than \$5½ million to heart disease research, Life Insurance Medical Research Fund reports. More than \$4 million of this has gone to medical schools and research centers and the rest to finance more than 200 student fellowships.

The fund, made up of 146 life companies, helps medical science in its attempt to discover ways of preventing or curing diseases of the heart and

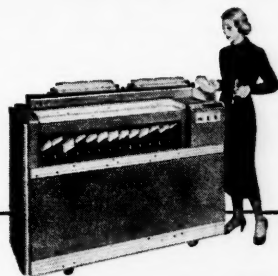
arteries. Since it began operation, 97 institutions in 33 states, District of Columbia, Puerto Rico, Canada and four other countries have shared fund awards.

Recover Old Ledger

The first policy register of Pacific Mutual Life, dated 1868, was found at Sacramento, Cal., when Frank Simpson, general agent there, had a fall housecleaning. The company was founded at Sacramento 85 years ago and the register had been lost for nearly 50 years.



Streamline Your File Maintenance



IBM's electronic "101" permits straight numerical filing . . . eliminates burdensome cross-checking of conventional file work.

Now, you can streamline your filing system by using IBM's "101" to replace customary file maintenance methods that require frequent reference to several files.

This fast, accurate electronic machine permits changes to be directed immediately to your master file. It selects and arranges cards automatically at a rate of 450 cards a minute. It checks card sequence continuously, eliminating misfiling.

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Tell New York City Managers How to Keep More of Their Earnings

NEW YORK—How general agents and managers can keep more of what they earn—both before death and after—was discussed at a meeting of the New York City Life Managers Assn. by Herbert W. Florer, general agent of Aetna Life, Boston, and John Barker, Jr., vice-president and general counsel of New England Mutual Life.

Mr. Barker talked along much the same lines as he did at the 1952 meeting of the Million Dollar Round Table, where he advised the use of the testamentary trust as the least complicated and risky way for taking advantage of the marital deduction in passing along renewal commissions to one's widow.

Mr. Florer pointed out that expenses of operating an agency have just about doubled since 1945. The general agent, he said, should stop thinking of himself as the only one who is supposed to reach for a check, and should give more thought to the cost of contests, meetings, and the like. He said that the general agent or manager must be a business man as well.

The regrettable part, he said, is that most general agents are untrained for being business men by background or formal training. They are being forced to be business men by rising taxes and costs, he said.

200 at 'Maple' Breakfast

More than 200 persons attended the ninth annual maple breakfast sponsored by National Life of Vermont at Miami Beach, Fla., held in conjunction with the annual meeting of Mortgage

Bankers Assn. of America. National Life President Deane C. Davis spoke and Executive Vice-president L. Douglas Meredith presided.

The association, at its annual convention at Miami Beach, heard G. D. Brooks, vice-president and manager of the real estate mortgage department of National L. & A., urged removal of limits on interest rates for FHA and VA housing loans so that the interest "can be governed by market conditions rather than by arbitrary decision of an individual or group of individuals."

Elmer Adams Is President of American Home Mutual

Elmer Adams has been elected president of American Home Mutual Life of Dallas, which operates as a legal reserve company, writing hospitalization and life. Mr. Adams was examiner for the Texas department for several years.

Mutual Names Leaders

The Myer agency at New York was Mutual of New York's October leader in volume of insurance sold, and San Diego was first in number of policies sold. The New York agency is managed by Richard E. Myer, and San Diego by Kay R. Hodgkinson.

The Myer agency held second place in number of policies and the Boston agency, Leland T. Waggoner, manager, ranked second in volume.

• H. A. Winter, agency auditor, conducted a five-day school for 12 new cashiers and assistant cashiers of Equitable of Iowa at the home office at Des Moines.

• W. Guy Draper, president of First National Bank of Temple, Tex., has been elected to the board of Southern Provident Life.

Equitable Society Passes \$2 Billion in Force Mark, Has Best Fall Campaign

News that Equitable Society has passed the \$20 billion mark of life insurance in force, and that more than \$939 million of ordinary and group applications, submitted during October, broke all records for fall sales in the company's history, has been announced. Almost 20,000 ordinary cases were written in the last two days of the campaign alone.

The drive was dedicated to Senior Vice-president Alvin B. Dalager in recognition of his 36 years with Equitable. More than 200 agents secured 36 or more ordinary applications or group case credits apiece to make a special honor roll in this first campaign, and in all, more than 6,500 agents participated.

Total ordinary volume in October was \$302,180,058, while group applications amounted to \$637,640,183. The number of ordinary cases submitted was 59,289, representing 237% of the campaign quota which had been set at 25,000 cases. Group production, for which no quota was set, covered 388 firms.

Leading regional sales department was the north central, with 18,499 ordinary cases for \$92 million, and \$202,245,253 of group. Leaders from each department met in New York with Mr. Dalager, President Ray D. Murphy and other home office officials.

Oct. Best for Jeff. National

Jefferson National experienced its best month in its history in October, when business written in honor of

President E. Kirk McKinney exceeded by 31.8% a quota of \$4 million. A total of \$3,997,849 in life business and \$1,273,003 in A. & H. put October 53.3% ahead of any other month and helped to bring the year-to-date total up to \$19,056,313, which is 10.7% ahead of the ten-month period of 1951.

Southwest Gains Most in Insurance Ownership

Life insurance increases have been greatest in the southwest and west in recent years, according to Institute of Life Insurance. Aggregate life insurance ownership in the U. S. was \$276,591,000,000 at the start of this year, an average of \$5,400 per family, or 9% more than one year before and 139% more than at the end of 1940. The expansion of the war and post-war years added \$161,057,000,000 to the life insurance protection of American families.

The west south central states showed a 13% rise in ownership in 1952 and a 206% increase over 1940. The smallest gain was in New England where ownership was up 7% in the year, but the Middle Atlantic states had the smallest 12-year gain, up 103%.

The increase in purchases has been even greater, relatively, than the rise in ownership. During 1952, purchases of ordinary life insurance, which comprises nearly two-thirds of all life insurance, were 12% larger than the year before, double those of 1945 and three times those of 1940.

• Delbert C. Roberts, general agent at Seattle for Minnesota Mutual, was moderator of a panel discussion on "Drilling for Skill" at a meeting of Seattle Life Managers Assn. Other panelists were Reginald S. Ludy, assistant general agent of Equitable of Iowa, and Irvin E. Marr, assistant general agent of Aetna Life.

Accident & Health—Up-to-date

The unceasing industry and ingenuity of Accident & Health Underwriters has produced amazing changes during our 37 years of operation in this field.

Yet Underwriters find our staff fully "current" in A & H affairs, ready with deftly-built REINSURANCE that fits today's requirements.

Also, there are frequent collateral services that we can render—quite gratis, of course. We invite your inquiry.

Employers Reinsurance Corporation

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American College, CLU Society Open PR Office in Pa.

A joint public relations office to function primarily as an informational connecting link between the life insurance business and activities of American College and American Society of Chartered Life Underwriters has been established at Philadelphia. In charge of the office is Howard D. Shaw, a graduate of one of the first LIAMA schools and formerly with Mutual of New York, Continental American and Postal Life. Since 1943 Mr. Shaw has operated an office in Philadelphia which serves as sales promotion and public relations counsel to life insurance companies.

The central bureau, which will offer information about CLU studies, will work with local chapters and communities of the society, and will handle promotion for the society's summer institute. Dr. David McCahan is president of the American College and Gerald W. Page, general agent at Los Angeles for Provident Mutual, is president of the society.

Would Ease Suicide Clause

The superintendent of a Minnesota mental hospital has urged life insurance companies to change or modify their policies denying insurance payments to survivors of persons who take their own lives a short time after being issued a policy.

Representatives of insurance companies, the clergy, judiciary, medicine and the legislature attended a conference at Hastings Mental hospital, St. Paul, called by Dr. Ralph Rossen, superintendent. Insurance people pointed out that some protection for their companies is necessary, such as the usual suicide clause which states the company need not pay the full amount of the policy if suicide occurs within two years of the start of the policy. Medical men backed up the companies by saying that payments have been made where death occurs in reckless highway accidents, which usually are not questioned.

LOMA Investment Text

Life Office Management Assn. has published a new text book, "Investments of Life Insurance Companies in the United States and Canada," written by Fergus J. McDiarmid, 2nd vice-president in charge of investments of Lincoln National Life.

The book is intended as a general introduction to the investment policy and practices of life companies in United States and Canada. Among topics covered are investments as a factor in the economy, methods of investment acquisition, financial reports, public utility, industrial, miscellaneous and railroad securities; municipal bonds, mortgage loan investments, investment inequities, legal regulations of life company investments, and valuation of assets.

Copies may be obtained at \$3.95 by writing to LOMA, 110 East 42nd street, New York 17, N. Y.

Kaufman at Indianapolis

At the Nov. 16 meeting of Indianapolis General Agents & Managers Assn. Dan Kaufman, general agent of Northwestern Mutual, Chicago, for many years a million-dollar producer at Indianapolis, spoke on "Low Man on the Totem Pole," discussing "how mediocre you should allow an agent to get."

Berkshire Drive for Amber

In an "Apps for Amber" sales campaign the week of Nov. 1, 136 Berk-

shire Life agents produced 258 life applications for \$3,008,125 and 116 A & H applications with \$9,875 in yearly premiums.

The campaign was in honor of Harrison L. Amber, who on Nov. 9 marked his 11th anniversary as president of the company. S. S. Wolfson, New York general agent, as campaign director, made the presentation to President Amber at the home office.

Hamilton M. Redman, vice-president and treasurer, presented President Amber a scroll showing the great progress of Berkshire since Mr. Amber became president.

Single Premium Annuities Cost Cut by Conn. Mutual

Connecticut Mutual has reduced the cost of all types of new single premium annuities.

For single premium immediate life annuity without refund, the cost of a \$10 monthly income for men age 60 is \$1814.50; the old rate was \$1856.20. At age 65 the new rate is \$1543.30, down from \$1577.70; age 70, \$1269.70, from \$1313.50. For women the rate at age 60 is now \$2094.10, reduced from \$2144.40; age 65, \$1806.10, from \$1856.20, and age 70, \$1510.90, from \$1557.70.

For an annuity with instalment refund, the cost of a \$10 monthly income to men at age 60 is \$2108.50, compared with the former rate of \$2303.80. At age 65 the new rate is \$1886.50, compared with \$2064.90, and at age 70 the rate is \$1666.90, down from \$1831.90. For women the new rate at age 60 is \$2322.10; it was \$2544.00; at age 65, \$2096.50, from \$2303.80, and age 70, \$1870, from \$2064.90.

October was a record month for Southern Farm Bureau Life, with \$7,693,500 of new business. A total of \$31,776,003 was written during the first ten months of 1953, as compared with \$24,731,800 during the same period of 1952.

*"and my Ouija says
your career is in Opera..."*



Opera? For her? Why when she graduated from high school they asked her to stand in the back row of the vocal chorus and move her lips but make no noise. And now the spirits say *opera!* Some predicting!

Plain fact, as every life insurance agent knows, is that you can't predict the future. The Union Central agent also knows that you can prepare for the future on the basis of what happens to most people and still take care of the exceptions.

Certainly the best preparation is life insurance—Union Central life insurance with its

policies and combinations of policies to meet every life insurance need from birth to age 70.

And the Union Central agent is also an up-to-the-minute insurance man. The best policy of twenty years ago isn't necessarily the best policy today. Times change. The needs of people change. An alert, cooperative Home Office keeps all Union Central agents fully informed, helps them with the proper sales tools to make Union Central life insurance serve people best in terms of today's needs—projected reasonably and logically into the future.



THE UNION CENTRAL

LIFE INSURANCE COMPANY

CINCINNATI, OHIO

celebrating

25 Years of service!

with life insurance in force exceeding

\$495,000,000.00Life
A & H
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PLUS: One of the most advanced agent's training programs in the nation . . . Supervised offices . . . Trained Group men to assist agents . . . An alert Underwriting and home office staff . . . Top commissions . . . Company outings . . . App-A-Week clubs and agent contests . . . the finest insurance plans.

REPUBLIC NATIONAL
LIFE INSURANCE COMPANY

Theo. P. Bensley, President

Home Office, Dallas

Social Security Treaties May Produce Unusual Situations, Curtis Declares

The possibility of unusual situations arising out of United States treaties in force with other countries relative to OASI benefits going abroad were discussed by Chairman Curtis of the House social security subcommittee. "The provisions that appears in these treaties provide in substance that the United States must treat the nationals of those countries the same as we treat our own citizens in the payment of benefits under Title II of the social security act, which is the old age and survivors section," Mr. Curtis said.

"According to the State Department interpretation, this means, for instance, that a national of the country of Ireland can come to the United States and by working the required length of time in a covered occupation, become eligible for benefits, and return to Ireland and draw his benefits in that country. This treaty provision as further interpreted by the State Department provides that this national of Ireland could choose to live in France, or South Africa, or Hong Kong, or any other place, and we would have to pay his old age benefits if we pay benefits to our own citizens who went to that particular place in retirement," he said.

The congressman continued, "A national of the country of Italy who came to this country at age 65 in 1950 could have entered covered employment in this country, and by working 18 months here, become eligible for the maximum old age benefit. This Italian national could return to Italy and not only continue to draw his social security check from the United States, but if he married a young wife and proceeded to raise several children, we would have to pay a child's benefit for the children during the years of his retirement. Upon the death of that

Italian national the United States would have to pay survivor benefits for his widow and children until the youngest child reached 18. The claim against the United States may not end at that point if this Italian woman is still the unmarried widow of this Italian national. She will again draw a widow's benefit when she reaches 65, even though she and the children have never lived in the United States.

"In the case of countries with whom we have this treaty arrangement, the United States is bound to treat these foreign nations and our citizens alike so far as further legislation is concerned," Mr. Curtis declared.

A supplemental treaty entered into by this country with Italy but which contains social security reservations which shall not become operative without further action by both the House and the Senate has been interpreted thus, Mr. Curtis said: "If an Italian national works in this country in employment covered by social security, but not long enough to become eligible for benefits, he may, upon his return to Italy, complete his required work period in Italy and the United States will be liable for the proportionate share of his old age benefit. A claim could also be made against the United States for the proportionate share of any child's, aged wife's, widow's or orphan's benefits. A citizen of our own country who works in covered employment for a period, but insufficient to become eligible for benefits and remains in this country, doesn't get any benefit or any part of the benefit."

The Curtis committee is expected to draft a report to the House ways and means committee after three weeks of hearings and on the basis of this report the full committee will hold hearings next March, at which, it is expected, representatives of life insurance will testify.

Columbus Tops Ohio State

The Columbus agency of Ohio State Life won highest honors in agency and personal production during October.

R. G. Leuzinger, general agent at Columbus, was named manager of the month, and Thomas D. Morris, Columbus, top individual producer, was named man of the month. The latter produced \$250,000 in new paid-for business last month.

Named App-a-Week Lifer

A life membership in Wisconsin National's application per week club was presented to Emerson B. Moran, Crosswell, Mich. Mr. Moran, who has written two or more applications each week for 10 years, received his certificate from Myron S. Kirkpatrick, superintendent in Michigan for the company, at a ceremony in the office of A. R. Mason, general agent at Flint.

Ruling Prompts Pension Plans

The post-World War II spurt in employee benefit plans has stemmed in large degree from the NLRB ruling that insurance and pensions were proper subjects of collective bargaining. Charles A. Siegfried, 2nd vice-president of Metropolitan Life, told examiners of the New York state department.

Prior to 1948 employers for the most part had installed such plans unilaterally and the NLRB ruling, made that year and later upheld by the circuit court of appeals, led many unions to negotiate for the establishment of welfare and pension plans. Mr. Siegfried said. His lecture was the third in a series of 30 during the second year of the department's in-service training program.

• The Milwaukee Life Insurance & Trust Council will meet Nov. 23 to hear Charles E. Prieve of Conley & Prieve, tax counsellors, discuss "Adapting Interests in Close Corporations to Estate Planning Objective."



"Here's Why I Joined Capitol's Expansion Program in Utah."

Selling is easier with Capitol's new 'Guaranteed Savings Plan.' Exclusive contracts like this one can make selling easier for any young field underwriter."

T. EARL KELLY
Bingham Canyon, Utah

You get these benefits with Capitol Life:

- **Attractive commissions — Bonuses**
Liberal first year commissions plus lifetime renewals.
- **Prompt underwriting service**
A coordinated underwriting service for the field forces.
- **Sales training and sales aids**
Cooperative sales assistance to the men in the field.
- **Exclusive contracts**
Complete line of policies with competitive rates.

Available to qualified field underwriters now residing in the 15 Western States.

For details on the Capitol Life expansion program in your area, write:

THOMAS F. DALY II, Vice President
and Director of Agencies



Capitol Life
INSURANCE COMPANY
DENVER, COLORADO

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Wickman Urges Experiments With Sub-standard A.&H.

J. M. Wickman, A&H department manager of Mutual Life of New York, strongly urged the A&H companies to do some experimenting in writing sub-standard coverages in his address recently before the underwriting forum of H&A Underwriters Conference at Chicago.

The A&H business has made great progress in many lines, but sub-standard is lagging and he said the insurers are still "floundering around, incurring the wrath of our agents, displeasing the public and denying proper coverage to thousands."

He mentioned such cases as a man working in a grocery store without missing a day for 10 years except to have his appendix out and for three days with the flu. He applies for A&H policy and gives a history of a blood pressure of 170-90. He is declined.

A woman who had a gall bladder operation a year ago often is waived on that condition.

Back strains present tough underwriting problems and generally get waived, but Mr. Wickman asked about the case with one history of a sprain resulting from a fall.

Another tough one is the young man with a polio residual who possibly uses braces, crutches or even a wheel chair. He had polio 10 years ago but since starting to work as a draftsman five years ago hasn't missed a day on account of illness. Can he be given A&H insurance on some basis?

Mr. Wickman said the business must find a way to provide full coverage for many of these cases, particularly those with perfect employment records for several years, and he made a number of suggestions that might help reduce the occasion for waivers.

He mentioned discussing with the medical director the possibilities of other approaches in handling cases, or trying on some impairments the use of a 30 or 60 or 90 day elimination period. Mutual Life found in its own manual it was able to permit 10% of impairments ordinarily requiring a waiver, to be accepted with a 30 day elimination period, 25% with 60 days, 47% with 90 days.

There may be some policy in the company's portfolio that will lend itself to a different set of rules, such as a policy with limited benefits and requiring house confinement that could be used instead of a broader form.

The book by Roy MacDonald of the conference staff on sub-standard might offer suggestions, and this book includes some suggested ratings.

The company might select several types of impairments on which it wants to do some study and research with the thought in mind that it will employ a new underwriting approach, and after it puts this plan to work it could maintain records in order to get statistics or evaluate the effect of this action. One of the difficulties with the waiver method, he said, is that the company never knows how effective its underwriting has been. No claims are paid on such policies and often the insured, knowing his policy has no waiver, doesn't even present a claim. Another defect is the waiver may not cover the situation, due either to incorrect diagnosis of the original illness, the claim at hand, or some complication that the waiver didn't cover.

The life companies about 25 years ago were confronted with excessive

declinations running 12 to 14% of applications, and they decided to do something about it. After some experimentation, the declination rate is now cut down to 2 and 3%, and on this so-called sub-standard business the loss experience has continued satisfactory.

American Progressive Expands
American Progressive Health of New York has entered Maine and Vermont.

Maine representatives are Pierce C. O'Donnell, Van Buren and Albert M. Harmon, Inc., Portland.

2nd Edition of Handbook Out

Little, Brown & Co. has published the second edition of "An Estate Planner's Hand-Book" by Mayo A. Shattuck and James F. Farr. Copies may be obtained at \$10.75 by writing to the publishers at 34 Beacon street, Boston 6, Mass.

Honor Metzger's 40 Years

The agents of the Eastern Kansas agency of Northwestern Mutual Life gave General Agent George V. Metzger a banquet and plaque honoring his 40th anniversary. On from the home office were Joseph Lochemes, director of underwriting and Robert McTigue, assistant director of agencies. Business produced honoring the anniversary made October the largest "paid for" month the agency has ever had.

"I have never bought life insurance"

A challenging statement
for family men

by **AUSTIN S. IGLEHEART**

President,
General Foods Corporation

"I HAVE always looked at life insurance as something you don't really 'buy.' For what is life insurance actually? Isn't it simply an agreement by you to accumulate a certain amount of money for future needs?"

"Ask any family man why he has life insurance and he'll probably say 'protection.' And rightly. However, many fail to realize the unique advantages of life insurance as a means of saving."

"It's only human nature to need a systematic incentive to make real headway saving money. A sound life insurance program, because it calls for regular premium payments, provides such an incentive."

"And the 'nest egg,' made possible by the ever-growing cash values of policies, has helped many a family through financial emergencies."

"I advise any young family man to start early to build his life insurance program. He needs its protection—and the backlog of savings it creates."

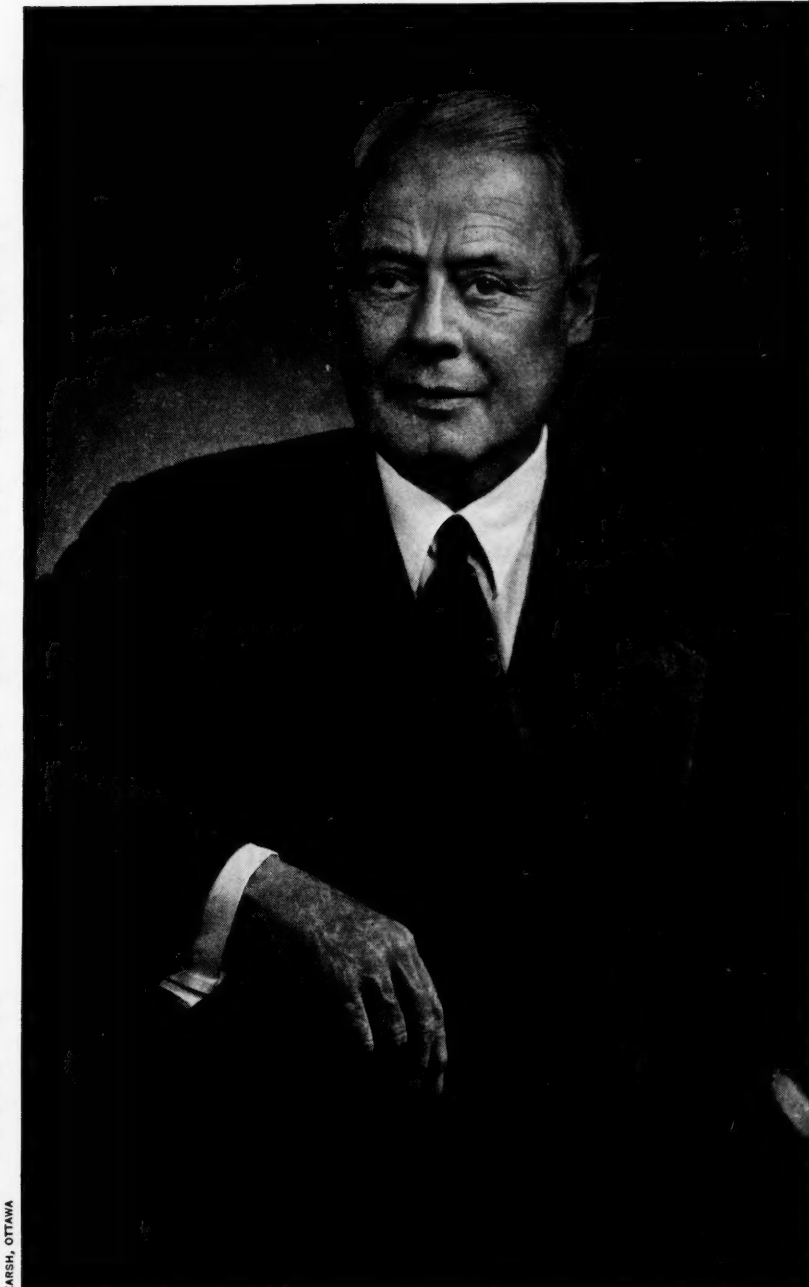


WHY POLICYHOLDERS ARE
SO LOYAL TO
NORTHWESTERN MUTUAL...

This company, one of the largest in the world, has over 95 years' experience and an outstanding reputation for low net cost.

This emphasizes that there are significant differences among life insurance companies. It is one reason why each year nearly half the life insurance issued by this company goes to those already in the Northwestern Mutual "family."

Have you reviewed your life insurance program in the last two years? If not, you will be wise to do so. And you'll find real advantage in calling upon the skill and understanding of a Northwestern Mutual agent.



A NORTHWESTERN MUTUAL POLICYHOLDER for over thirty years. Mr. Igleheart has followed his own prescription, having, as he says, "practically made himself broke" at the time he was married in order to own the amount of life insurance he felt he needed.

The NORTHWESTERN MUTUAL Life Insurance Company

MILWAUKEE, WISCONSIN

APPEARING IN: TIME, OCTOBER 12 AND NOVEMBER 9; IN NEWSWEEK, NOVEMBER 16 AND DECEMBER 7



the
Masterplan
"Custom Tailored"
for easier selling



Made to order for the insurance salesman . . .
because it's made to order for the insured!
That's the real story behind the success of General American Life's
new Masterplan . . . the real reason why Masterplan has
met with such outstanding acceptance wherever it
has been introduced.

People like the versatility of Masterplan. They're impressed with
the way it permits them to select the plan which best suits
their future needs, when they actually know what those needs
are. Yes, Masterplan is "Custom Tailored" for the prospect . . .
because it gives him an easy savings plan, life protection, a
profit (when purchased at most ages), and what he wants
when he wants it. "Custom Tailored" for the agent, too . . .
because of its ready saleability, low net cost, high commissions.

For further information write Frank Vesser, Vice President



General American Life

One of the nation's leading mutual legal reserve companies
ST. LOUIS, MO.



Two national association presidents
attending the LIAMA annual meeting
at Chicago, left, Robert C. Gilmore, Jr.,
of Mutual Benefit Life, Bridgeport,
Conn., president of National Assn. of
Life Underwriters; and John L. Ben-
nett of Dominion Life, New Westmin-
ster, B. C., president of Canadian Assn.
of Life Underwriters.

Wis. Turns Down Sale by Banks of Life Insurance

MADISON, WIS.—After the bill in-
troduced in the Wisconsin legislature
was passed by the senate, providing
that banks may sell life insurance to
individuals to protect loans and also
exempt bank officers from the life
agent licensing bill, it went to the
assembly for action. The assembly
voted to strike the Knowles amend-
ment from the omnibus correctional
bill, which required it be returned to
the senate. By voice vote, the senate
concurred in the assembly action so
that the bank insurance sales section
was eliminated.

The bill as an amendment to the
omnibus bill had been opposed by the
nine-man state life insurance advisory
board as well as by Commissioner
Lange. At an advisory board hearing
last month, Theodore S. Sanborn, pres-
ident of North Central Life of St. Paul,
a company that sells credit insurance,
urged the board to approve the propo-
sal. It was introduced by Senator
Knowles as part of the revisor's bill
on insurance laws at the adjourned
session of the legislature this fall.

Shanks, at L. A., Hails Decentralizing Decision

President Carrol M. Shanks reviewed
Prudential's reasons for decentralizing
in his address at the fifth anniversary
of the opening of his company's western
home office at Los Angeles.

When Prudential had reached the
end of a period of analysis, planning
and decision, "we had reached the
point of no return" and the following
factors, he said, prompted the company
to drive toward its goal: better oppor-
tunities for employees, allowing them to
become more integrated into their re-
spective communities; the idea that it
would be good business to narrow the
area over which a single home office
has responsibilities; simplifying the
complicated mechanics of handling of-
fice detail, and "the conviction which
many of us shared that we cannot grow
as we should with the community or an
area unless we become an intimate
part of it."

In 1948, Mr. Shanks said, Prudential's
life insurance in force in the west
amounted to \$2,421,000,000 whereas to-
day it is just under \$4 billion. In 1948
its sales staff, then responsible to man-
agement at Newark, wrote \$253 million
worth of insurance as compared with
this year when \$650 million has been
written so far. Investment in the
west has grown from about one-third
of a billion dollars in 1948 to a billion
and a quarter in 1953, Mr. Shanks re-
ported. Prudential is investing in the
west approximately \$3 for every \$2 of
premium income in spite of the sharp
rise in premium income.

During the past five years, Mr.
Shanks said, the west has seen over a
billion dollars in industrial expansion
and "the west is on the march."

Baker Named Chairman

Rex G. Baker, Jr., has been elected
chairman of Southern Republic Life
of Houston. The chairman of the rela-
tively new company, which began in
business last May, is president of
Southwestern Savings & Loan Assn.

N. Y. SBLI Offering Waiver

The New York savings bank life
insurance system is now making the
waiver of premium benefit available on
male applicants in acceptable occupa-
tions between attained age 15 and age
55 nearest birthday. The benefit may
also be purchased by males in these
age and occupational limits who have
policies issued at current rates since
March 1, 1948, if these policyholders
are found acceptable from an under-
writing standpoint.



Attending the LIAMA annual meet-
ing in Chicago, left, A. G. Schmiede-
man, Jr., of National Guardian Life,
and A. L. Senderhauf, of Wisconsin
National Life.



An Eye to the Future

DURING the past year, we of The Maccabees have reflected on
the 75 years which have elapsed since the founding of our society. Our
vision, however, has not been directed entirely on the past. In fact, the
greatest emphasis has been placed on plans for the future.

Positive steps have been taken to assure continued growth for our society,
increased service to our members and solid support for our representatives.

During this anniversary year we have introduced a new technique in
insurance selling featuring "packaged programs." We offer insurance plans
designed to fit primary needs and "package" them with effective sales aids
and sound prospecting systems. These new methods have met with marked
success during our Anniversary Sales Campaign just concluded.

We look to the future confident that we will continue to keep pace
with the growth of America.



THE MACCABEES
DETROIT, MICHIGAN

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Gets Safety Plaque

NEW YORK—President Frederic W. Ecker of Metropolitan Life received on the company's behalf the National Safe Council's award "in recognition of exceptional public service in the



Dr. Ned J. Dearborn (left), president of National Safety Council, presents plaque honoring Metropolitan Life for "exceptional public service in the prevention of home accidents" to Metropolitan's president, Frederic W. Ecker.

prevention of home accidents." Dr. Ned J. Dearborn, president of the council, presented the plaque in a brief ceremony at the home office. Special recognition was given the company's continuing campaign for child safety.

The over-all program included coast-to-coast radio broadcasts and national magazine advertising, through which Metropolitan offered booklets and other publications on home safety. Some four million of these were distributed by agents and district offices. They were also made available to health agencies, safety councils, industrial firms, civic and service organizations, and other interested groups for use in local programs.

Besides Mr. Ecker, executives of the health and welfare division were on hand for the plaque presentation. Following this there was a luncheon in Dr. Dearborn's honor.

Stiffen Some Texas Laws,

Repeal Others, Kelley Says

The need to arm the Texas life insurance commissioner with the legal right of policy approval and the need for repeal of the law which permits organization of Texas life companies with \$25,000 capital were voiced by V. W. Kelley, Amicable Life at San Angelo and vice-president of Texas Assn. of Life Underwriters, at the five-day annual south Texas regional sales congress at Corpus Christi. Representatives from the Gulf Coast, Valley Grand, Corpus Christi and San Antonio associations attended.

The Texas association has as its goals, Mr. Kelley said, better enforcement of present laws, and the passage of an agents' qualification law. He said the closer association of aims of Texas Life Convention and agents in the field is encouraging.

Along this same line, C. F. McSpadden, Southwestern Life at Electra, noted that "the problem of cleaning up the situation (problems of life companies in Texas) is ours and that of the companies. Neither the Texas association nor the Texas Life Convention have done enough." He called LUTC the most valuable training for insurance men.

Theo. M. Green, Massachusetts Mutual at Oklahoma City, developed the theme that there is a need for more men who are willing to serve

as trustees of the national association. The topic of Mr. Green's talk was "Food, Clothing, and Shelter" and in regard to this he urged that the agent use simple words when talking to his prospect because the latter is not interested in technicalities and simply wants to know if his insurance will provide food, clothing and shelter.

In recognition of "life insurance week", of which the sales congress was the main feature, life men addressed Corpus Christi civic clubs. Among the speakers were W. W. Jackson, administrative vice-president American Hos-

pital & Life; J. L. Thorngren, Bankers Life of Iowa; D. G. Liggett, Southland Life; James Ralph Wood, president of Southwestern Life; and Louis M. Gregory, Great Southern Life at Shreveport.

S. F. CLUs Hear Whitmer

San Francisco CLU chapter heard Francis Whitmer, vice-president and head of the trust department of American Trust Co. on "Questions most Frequently Asked about the Trust Business". John W. Carrothers, vice-president and chairman of the program committee, was chairman.



Charles H. Schaaff, Massachusetts Mutual, and E. J. Moorhead, New England Mutual, pictured at the LIAMA meeting in Chicago.



He guards our earth

He's a man of the woods at heart, or he wouldn't have picked such a lonely job. You can't expect to see many people or movies or ball games when you choose the life of a Forest Ranger. You have your radio, your books, and in the summer there'll be a few vacationers to say hello to. But mostly you go it alone — just you and your family in a small house in the middle of a great tract of land which the American people have placed in your care.

They hand you a piece of their national wealth — so many million trees, so many thousand square miles of soil and grass, so many rivers and lakes and mountains. And they tell you: "Look after it. Don't let it die or burn or wear out. Be the doctor and lawyer and nursemaid and fireman and engineer and business manager for this piece of the living American earth."

And then you're on your own.

You get up early in the morning and go out on your rounds. Some days you look for tree diseases; some days you count animals. Often you go to the little streams that are the birthplace of America's rivers, and you take samples of their water to be tested for purity. You look for places where the soil may be wearing thin. You study the roads,

the trails, the power lines. And always you keep a sharp eye for those rising wisps of smoke that can turn the woods into a terrible red torch of destruction.

The lumbermen come here on business, and it's your job to mark the trees that are ready for cutting — not too many, not too few. The ranchmen graze their herds here, and it's up to you to decide how many cattle the land will support. For this land belongs to all your countrymen, not only the living ones but those still to be born, and it must be used but not used up, enjoyed but not destroyed. It's your job to protect it from disease, from fire, from weather — and from ourselves.

We in America like our men of progress and our men of change. But we also honor the conservers — those men who preserve without change the things that are worth saving. Some are men of law, and some are men of faith, and a few are men of the woods at heart, living in lonely cabins, guarding our irreplaceable earth.

John Hancock

MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



Attending an LIAMA session during its Chicago convention are H. S. McConachie, American Mutual; Charles J. Zimmerman, LIAMA managing director; Horace Smith, Connecticut Mutual, and A. Gordon Nairn, who is with the Canada head office of Prudential.

Diers Tells Chicago A & H Group How to Write Sales Letters

Selling over \$2,500 in premium of accident and health while lying in a hospital bed is simply a matter of writing

a letter, to Harold R. Diers of Omaha. Speaking before Chicago A&H Assn. at its November meeting, Mr. Diers discussed the "Do's and Don'ts of a Successful Sales Letter or, How to Make a Sales Letter Make Money for You." His A&H agency, which has territory extending as far as the Black Hills of North Dakota, by force of circumstan-

ces does 75 to 80% of its business by mail, and it has proved highly successful. "But this is possible only because of tip-top sales letters," Mr. Diers said. He referred to the letter he wrote while confined to the hospital for seven weeks, which met with such success, as merely being based on the principles of any successful sales letter—learning the rules and following them.

Mr. Diers said there is a lamentable situation today in lack of knowledge of rudimentary principles of selling insurance through the printed word, referring specifically to agency managers and even company presidents who fail to leave the "pack of mediocrity" on this point. "When the economic frost arrives, where are these people going to be?" he queried.

By using large charts, emphasizing in print the gist of his talk, the speaker likened the writing of a good sales letter to the sit-on-the-bank-and-leave-it-up-to-the-fish type of fisherman and his prototype, who sits in a boat and does the very same thing, as compared to the master fisherman who studies the habitats and moods of the fish and knows where and when to fish. His techniques are all planned from the viewpoint of the fish, and he selects his bait with care, casts where the fish will appear, manipulates his lure to attract the fish and then is ready for the strike.

Mr. Diers was very emphatic about removing and getting rid of "I" trouble and the disease of "we-writus" in the letters. "Tell them what kind of policy it is and what it does instead of shouting to high heaven about the policy itself," he said. The letter should be written entirely from a "you" angle, which builds up the ego of the prospect, which is exactly the reverse in the "I" and "we" treatment. "The prospect is inherently selfish and doesn't give a tinker's darn about you and your company," he said. "What will it do for me?" is what is on the

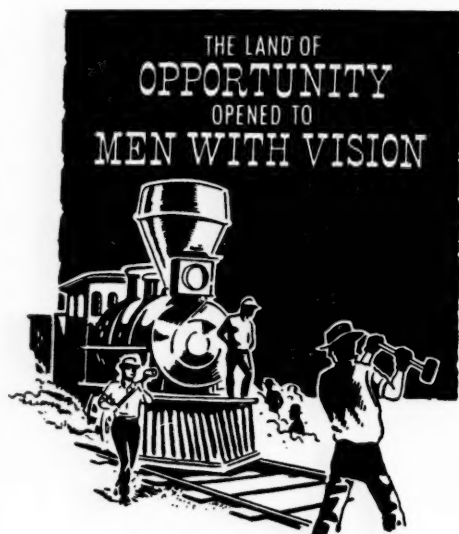
prospect's mind.

The first 10 words in the first 10 seconds will determine whether or not the letter goes in the basket, he declared, and pointed out that the upper left hand corner is the most effective place in the letter and should not be cluttered up with a salutation, which he considers archaic. He also suggested putting the letterhead at the bottom. Put a headline in the salutation corner to make the reader stop and want to read on, he said. The more unusual the greater its pull, but it must tie in with the body of the letter, which should repeat at least twice the point being made. He gave five proven ingredients for an effective headline that give it power in a letter or newspaper advertisement. Does it interest the prospect? Tell the benefits to be obtained? Have news interest for the reader? Arouse his curiosity?

Mr. Diers said emphatically it is very poor for the agent or company official to put his picture anywhere in the letter. But he did point out how successfully a picture, such as that of a prospect's son, can be used. On a medical reimbursement policy alone this method will produce \$500 to \$1,000 in premiums, almost sure fire, he declared.

One major departure which Mr. Diers mentioned was the "tearing down of the idea we have all been taught and sold so thoroughly about getting the money with the application. Do not do this in a sales letter! Tell the prospect not to pay until he gets the policy and enclose a self-addressed stamped envelope. Tell the prospect to sign application and mail it now."

To pass the five tests for layout the letter must invite attention, tell the story at a glance, highlight essentials, be easy to read, and excite interest. "When you can lift your letter writing method out of the commonplace, use the magic of words to weave a dream, then you are a success," Mr. Diers concluded.



TODAY!

... And There's
Opportunity
Stretching Out
To You

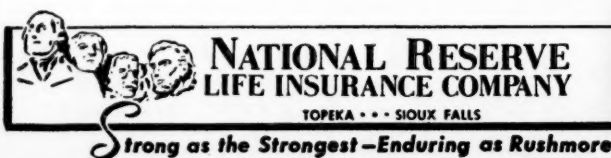
SPANNING THE CONTINENT was the tremendous achievement in linking the East and West together when the rail lines of the Central Pacific and the Union Pacific were joined together in 1869 at Promontory Point, Utah. It signaled a great expansion in the development of the West.

Today National Reserve Life is carrying forward a tremendous expansion program which offers unusually attractive and profitable opportunity for men of General Agent qualifications in every state west of the Mississippi. Our \$146,000,000 organization is, "laying down the track" for vast, future development.

National Reserve Life, "Strong as the Strongest and Enduring as Rushmore" offers outstanding merchandise, profitable contracts and unlimited opportunities for a successful career to those joining our rapidly growing Field Force Family.

S. H. WITMER, Chm. of the Board
H. O. CHAPMAN, Pres.

Write W. E. Moore,
Agcy. V.P.,
Agcy. Hq., Topeka



Strong as the Strongest—Enduring as Rushmore

NEW TOOLS FOR AGENCY BUILDING

1. Career Compensation Plan

A 2-year plan—one of the most liberal both to agent and general agent.

2. Production Incentive Agreement

A contract for prospective agents unexcelled by leading companies.

3. Training Allowance

A substantial amount paid to general agents for recruiting and training.

Three big new developments have been added by Indianapolis Life to assist general agents in getting and training career underwriters—all three beneficial and rewarding to agents and general agents alike.

PLUS These Advantages

- Success-proven training courses
- Programming schools
- Business and tax seminars
- Aggressive selling materials
- Life-time service fees
- Complete line, low-cost policies

WALTER H. HUEHL, President ARNOLD BERG, C. L. U., Agency Vice-President

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

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Frank Weidenborner, Guardian Life, shown with Clifford Morse, Phoenix Mutual, at the LIAMA Chicago convention.

Selling in Low Income Brackets Described at Cincinnati Hoodoo Meeting

Cincinnati Assn. of A. & H. Underwriters observed Hoodoo Day, Friday, Nov. 13, by receiving ideas on the selling of A. & H. in the lower income bracket from George M. Green, for 16 years West Virginia manager for Inter-Ocean. He drew the ideas from 21 years of experience with weekly premium business.

Disability insurance, he said, is a necessity of low-income people who might have "too much month left over at the end of the money." They need the insurance more than people in the higher income levels, and the lower the income, the greater is the necessity for the insurance.

He likes to sell to people of modest means, because there are so many of them; they are easy to approach; their need is great; there are few arguments to be met; a high percentage of the business is sold in the first interview.

"If I fail to get the application, it hasn't taken me all day to do it. In about two minutes I can be at the next door. The case is as simple as this—if a person hasn't got it he needs it, if he needs it he ought to have it, and if he ought to have it he ought to buy it."

Two main reasons why agents do not succeed, he said, are (1) they are not suited to the business, and (2) they don't know how to prospect. Poor prospecting comes from the failure to exploit contacts which could lead to more business—the failure to ask for prospects.

"We should not, in our concentration on the big buyer, overlook the little man," he cautioned. "He is the object of social insurance. If all people had a decent program of accident and health insurance, there would be no need at all for compulsory insurance. We have the most needed and the most personal type of insurance there is."

Joseph W. Scherr, Jr., executive vice-president of Inter-Ocean, introduced Mr. Green, and a large contingent of Inter-Ocean men attended the meeting. M. Carl Shinkle announced that for the third successive year the association would sponsor a Christmas party at the local Hillcrest school for underprivileged girls.



Pictured at the LIAMA annual meeting at Chicago, left, Fred S. Sibley of Pacific Mutual Life, and Donald E. Lynch, publicity director of Mutual Benefit Life.

Dividends May Hit \$850 Million in '53

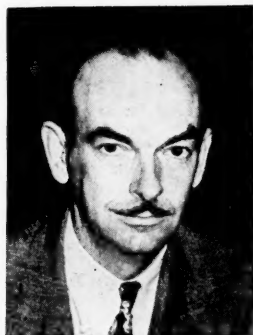
Dividends paid to U. S. policyholders by life companies may reach a record \$850 million in 1953, Institute of Life Insurance says, nearly \$85 million more than policy dividend payments in 1952 and an increase of 11% over last year's \$765,921,000. Dividend payments have exceeded \$600 million in the first three quarters of the year and it is probable that the fourth-quarter payments will be nearly \$250 million, according to the Institute.

This would make 1953 dividends double what they were 10 years ago, the institute said. While a portion of this rise reflects increases in the rates of dividend payments by some companies, most of it stems from the greater volume of insurance in force and the larger amount in force for a longer period and thus eligible for a stepping up of dividends as policies age.

Of the dividends paid to policyholders in 1952, nearly half was either left with the companies to accumulate at interest or added to the insurance protection through purchase of policy additions.



Seen at the LIAMA annual meeting at Chicago, left, W. J. Hamrick of Gulf Life; Mrs. Benjamin Getzoff, and Mr. Getzoff of Central Standard Life.



ERIC TAINTER

"I had never sold anything in my life—"

September 25, 1953

Mr. F. J. O'Brien, Vice President
The Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

Eight years ago today I entered the radio field as News Editor for a Kansas City station. It was nice work—a paycheck every two weeks—same amount, month in and out. That went along for six years. Then I heard the Franklin story but was just a bit skeptical of what I heard and still more skeptical of my ability to sell. The fact is *I had never sold anything in my life*, but I was willing to try and started on a part-time basis. The months went by and my enthusiasm mounted as I learned how easy it was to interest prospects in the Franklin Insured Savings Plans. On May 1 of this year I decided to devote my full time to selling the Franklin plans. The results of that decision are best told in the following facts and figures:

In my first 90 days of full time effort I obtained 99 applications for a total volume of \$246,430 (Face Amount), which will earn over \$8,000 in first year commissions. Needless to say, this is many times greater than my earnings would have been in my former occupation. Undoubtedly, O'B, the fact that 87 of the 99 sales were all on Franklin's exclusive plans conclusively demonstrates the unusual appeal of our merchandise.

The above results were obtained, I repeat, with no previous sales experience. This is convincing proof that the combination of Franklin's attractive unusual plans and the powerful Home Office sales aids are an unbeatable combination.

My only regret is that I didn't join the Friendly Franklin family eight years ago today.

Sincerely yours,
Eric Tainter



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

One of the 15 Oldest Stock Legal Reserve Life Companies in America
Over a Billion Four Hundred Fifty Million Dollars of Insurance in Force

B. N. Woodson Applauds Stand-up Buffet Lunches

From Benjamin N. Woodson, president of American General Life of Houston and formerly managing director of National Assn. of Life Under-

writers, comes the following comment on a recent editorial:

"I think your plea for more stand-up buffet luncheons, so eloquently set forth in the Oct. 30 issue, is splendid from first to last, and because I would like to see a lot more such luncheons and a lot fewer sit-down, roast-beef-

and-mashed-potatoes and heavy-desert luncheons, at the various life insurance functions, I am delighted that you chose to devote the week's space to epicurean matters.

"Noting that your final paragraph commends the subject to the appropriate committee of the National Assn. of Life Underwriters, I take pleasure in reminding you that when I was planning the activities of that organization, we used the stand-up luncheon on several occasions. I think we did not, in the case of any of the large affairs open to the general public where we expected to seat several hundred (although we would have done so if you had written your editorial sooner!) but I took a lot of pleasure in arranging a number of such luncheons of the board, committee chairmen, and others."

Maloney Restrained from Holding Hearthstone Quiz

Superior court at San Francisco has issued a temporary order—restraining Commissioner Maloney of California and Coleman E. Stewart as hearing officer from holding a hearing on the department charges against Hearthstone of Massachusetts and W. Clement Stone, its president. The order is pending a decision by the court on a complaint for an injunction brought by the company and Mr. Stone.

The petition for injunction asks that Maloney be prevented from proceeding with the charges against the company on the ground that Hearthstone's method of soliciting its agents, and its sales program and sales instruction bulletins, both of which had been questioned by the department, were as good or better than the standards generally prevailing in the industry and that Maloney was "wilfully and unjustly discriminatory against the company" and would do it and Mr. Stone irreparable harm.

It is also complained that there was a hostile atmosphere and a prejudicial bias on the part of Maloney and his personnel. Hearthstone said its counsel, because of other commitments, would be unable to defend the case until after Jan. 15, 1954. The complaint for injunction noted that this had been pointed out to the hearing officer in a request for a continuance, but the request was denied.

The superior court is taking the case under advisement, giving Hearthstone 10 days to file briefs and the department 10 additional days for a reply.

Forms New Actuarial Service

R. A. Richardson & Co., actuarial service, has opened offices at Chicago in the Insurance Exchange building. The company specializes in design and funding of pension and profit-sharing plans, actuarial certifications for tax purposes, group insurance experience audits, and valuation of life interests. Mr. Richardson, a member of the Society of Actuaries, was most recently with the Wvatt company. Before that he was at the Lincoln National Life home office for four years and the Marsh & McLennan Detroit office three years.



Shown at the LIAMA annual meeting at Chicago, left, Lee Cannon of Western Life, and C. H. Heyl of Bankers Life of Nebraska.

EVERYONE'S TALKING!

OUR GENERAL AGENTS—ABOUT CROWN LIFE'S

- Lower rates
- New Policy Plans
- Greater Opportunities



BROKERS AND SURPLUS WRITERS—ABOUT CROWN LIFE'S

- Ability to provide the extra services they need.

POLICY OWNERS—ABOUT CROWN LIFE'S

- Low cost protection
- Understandable policies
- Our outstanding record of achievement

For comparisons at a glance — ask for Crown Life's dial-a-rate card — rates at all ages for most plans with a flick of the finger.

We are talking about further expansion.

CROWN LIFE INSURANCE COMPANY

HOME OFFICE, TORONTO, CANADA

Over One Billion in force in our 52nd year

Licensed in: Alabama, Alaska, Arizona, California, Colorado, District of Columbia, Florida, Georgia, Hawaii, Idaho, Indiana, Kansas, Louisiana, Maryland, Michigan, Minnesota, Mississippi, Missouri, New Jersey, New Mexico, North Dakota, Ohio, Oregon, Pennsylvania, Puerto Rico, Texas, Virginia, Virgin Islands, Washington.

Prospects-Agents want it!!! ILLINOIS MUTUAL has it . . . HOSPITAL INDEMNIFYING PLAN!

Offer your prospects a unique Hospital-Surgical policy that shows exact benefits in the hospital . . . exact amount paid for surgical work performed. Wide choice of plans offered, with varying premiums and benefits. Makes an attractive selling point. Over 43 years offering Accident, Sickness, Hospital, Surgical, and Medical Expense Insurance exclusively.

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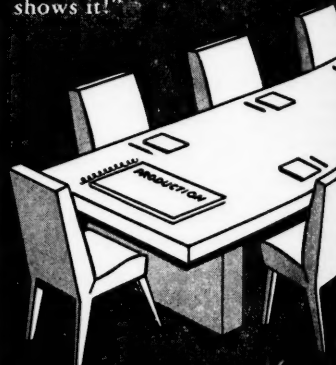
E. A. McCORD
President

C. C. INMAN
Executive Vice President



AGENCY Management Guidance

RAYMOND E. WALDEN, Newark, N. J., rose in six years from Agent to Supervisor to outstanding General Agent. "I'm lucky" says Ray, "Pacific Mutual-trained every step of the way! Last few months, home office Management Training men have visited me twice—and I've attended a 5-day New General Agents' Conference. Can't miss the track with that kind of help—and our production shows it!"



Pacific Mutual

LIFE INSURANCE COMPANY

HOME OFFICE
LOS ANGELES, CALIFORNIA

"GIANT OF THE PACIFIC"

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A & H Progressing but Still Further Improvement Needed

"The Significance of Sound and Fury" in A & H insurance gives a warning that while the industry has made great public service progress, important developments must still be forthcoming.

Speaking before Southeastern Actuaries Club at Atlanta, Robert H. Rydman, H & A Underwriters Conference associate general counsel, borrowed from Shakespeare's Macbeth to say:

"In our business we had best take cognizance of the sound and fury from Washington...and elsewhere continue to improve our product. If private insurance does not do the job—the government will.

"There are still vast numbers of older people uninsured. Many are leaving jobs and group insurance advantages every day."

Mr. Rydman said that insurance department complaints are proportionately fewer than they were a few years back. "But we must still recognize that dissatisfied customers do exist. We must continually improve our product and our methods of operation to reduce these numbers even further."

He noted that 50% of all A & H complaints were usually limited to 10 or 15 companies out of an estimated 600 in the business.

On the positive side, Mr. Rydman urged a "grass roots" educational program for the public. "Too many have improper ideas as to what they are buying. Too many are not aware of the generally high standards of service of most insurers and tend to judge the entire industry by the questionable practice of a very few companies.

"Fierce company competition plus a realistic understanding of the product by the public will illuminate questionable practices and reduce the sound and fury. Greater dignity will be given the private enterprise solution of our economic ills brought on by medical expenses."

Pressures Inevitable in General Agent's Job

It has been said that the modern college football coach has a "90-day headache," generated in the pressures of the season, but the life insurance general agent sometimes thinks he has a 365-day headache, Foster Vineyard, general agent of Aetna Life at Little Rock, told Associated Life General Agents & Managers of Cincinnati. Pressures are natural attributes of the job, he stated, listing five ideas to increase the pleasures and reduce the pressures of the "ulcer league."

The five are: Learn to itch where we scratch; count our blessings more and not ask for too much; the men who put the pressure on the general agent are doing the same thing the general agent would do if he were in their place; work is a better answer than worry; approach the job with eagerness rather than anxiety; there are hazards in old age and prosperity if we are not conscious of the "fat cat" complex, we had better wake up.

A life insurance agency operation is a team achievement, Mr. Vineyard said; everyone answers to someone else. No matter what position the individual may hold, someone always "presses the button" on him, even though it is the agency vice-president or president. The general agent's first job is "pleasing the boss".

Mr. Vineyard's thesis was that pressures arise naturally from the functions of agency management; the problem is to reduce them and to increase the pleasures which are inherent in the job. "These pressures may become excessive if we allow them to be."

The general agent must learn to live with the pressures of his work and make the best of them. Isn't he well compensated for the work he is doing?

The function of management is to get the best results out of a given group. There are three groups in agency management: The group of good men who make their quotas and are building up their manpower; the group on the list for replacement, and the large group in between to which attention must be given. "I suspect that they divide some of us into will-nots and some of us into cannots," Mr. Vineyard said.

Milton Turney Promoted

Pacific Mutual has appointed as group department assistant secretary Milton Turney, formerly in charge of the company's claims office at Tampa, Fla. Mr. Turney has been with the company since 1947.

N. Y. SS Conference Jan. 14

U. S. Chamber of Commerce will hold a social security conference Jan. 14 at Hotel McAlpin, New York, co-sponsored by the Empire State, Pennsylvania, New Jersey and Delaware state chambers.



Luminaries attending the LIAMA meeting at Chicago; left, Eugene M. Thore, general counsel of Life Insurance Assn.; W. W. Voigt, and Sam E. Miles, both of Provident L & A.

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The Rainbow of Success and Future Security

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"ACCUMULATOR" "GUARANTEED MONEY" "INDEPENDENCE GUARANTOR"

FIELD-TESTED PACKAGES

FOR AGENCY BUILDERS

YOUR FUTURE FORTUNE

5-10-15 YEAR RENEWABLE, CONVERTIBLE, LOW-COST TERM

\$10.00 PER MONTH DISABILITY ON ALL POLICIES (except term)

ONLY THE SKY IS THE LIMIT

to the opportunity it offers to the men who help you build

NON-CONTRIBUTORY PENSION PLAN

VESTED LONG-TERM RENEWALS

TOP COMMISSIONS ON 15 POLICIES (BEFORE GRADING)

PRODUCTION BONUS

AMBITIOUS AGENTS

THE GOLDEN OPPORTUNITY TO ATTRACT STRONG MEN — HOLD AND REWARD YOUR BETTER MEN!

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THE COLUMBUS MUTUAL LIFE INSURANCE COMPANY

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**NON-CAN
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Complete coverage with
Double & Triple Indemnity,
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\$20 monthly per \$1000
Life coverage.

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OVER A BILLION DOLLARS INSURANCE IN FORCE

COMPANIES

Estate Life, New Texas Insurer, Has 1st Million

Estate Life, organized in April at Amarillo, has passed its first \$1 million of insurance. Its goal had been a million in its first year. John L. McCarty is president, and Joe D. Birkmeyer, a founder, is in charge of sales. Offices have been established at Lubbock, Abilene, Hale Center, Canyon, Panhandle, Dumas and Amarillo.

Hancock's Group In-Force Is at \$3½ Billion Mark

John Hancock passed the \$3½ billion mark of group life insurance in force during October. This represents an increase in volume of over \$500,000 during the past 12 months, and is in addition to group A & H benefits and retirement plans underwritten during this period.

Bankers of Iowa 10-Month Figures Reflect 6% Gain

Ordinary sales of Bankers Life of Iowa, for the first 10 months of 1953 were up more than 6% over the same period last year. Total sales were \$169,299,548, of which \$119,187,909 was ordinary and \$50,111,639 group.

New business during October totaled \$14,526,370, with ordinary accounting for \$11,910,008 and group for \$2,616,362. Life insurance in force has reached a new high of \$1,898,084,987.

Alter Charter Oak Setup

Charter Oak Life has been established at Phoenix and will reinsure the business of Charter Oak Ins. Co., a mutual benefit company which has been in operation there about 10 years.

Alfred S. Hanson is president. He also headed the company that is being reinsured. Lee Ackerman is vice-president, and Joe L. Schmit, Jr., secretary. The change was made, according to Mr. Hanson, to enable the company to also do business outside Arizona.

Charter Oak at Dec. 31, 1952, had assets of \$38,738, with insurance in force of \$3,377,615.

Set Record for October

Field men of Great Southern Life in October, officers appreciation month, produced 1,969 applications for \$11,951,745, which exceeded the goal set by the agents themselves by 7% and was \$1,920,000 above the best previous month.

The total paid for in the first 10 months was \$70,792,451, resulting in an in-force increase of \$41,294,444 and bringing the total to \$633,374,936.

Crown Life Lays Stone

Crown Life of Canada has laid the cornerstone for its new seven-story building at Toronto, to be completed in November, 1954. Actual laying of the cornerstone was done by President H. R. Stephenson, and other company officials who took part in the ceremony were C. F. W. Burns, vice-president; F. W. Hill, vice-president and managing director, and Seymour Cohn, Detroit, president of the managers' section of the Crown Life Club.

The building will be 228 feet by 109 feet and there will be no interior pillars. It will be faced in limestone and the first floor exterior will be polished green granite.

• Independent Ins. Co. of Los Angeles has applied to the California department for a license to write life insurance along with other coverages now written.

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THE BOURSE

PHILADELPHIA

Sales Ideas That Work

NY. CITY ASSN. MEETING

MDRT Members Describe Systems That Helped Them in Qualifying

NEW YORK—A plan of work rigorously adhered to, plenty of steam in the boiler to write a large number of lives per year, and the indefinable but nevertheless unmistakable air of a winner—that was the over-all impression given by the five Million Dollar Round Table members who constituted the panel heard by the New York City Life Underwriters Assn. at its November educational meeting.

Nathan S. Bienstock, Massachusetts Mutual, New York City, explained his system of work habits, which evidence a high degree of industriousness. Mr. Bienstock's clientele is almost entirely among professional actors and writers. Many of these he met when they and he were farther down the success ladder and he has grown with them. Nearly all his cases are medium sized. He has never written a jumbo case or a pension trust, yet he has paid for as high as \$3 million in a single year.

Michael P. Coyle, Phoenix Mutual, New York City, said a lot of programs can be sold on the first interview. He sells 80 to 90% of his programs that way. He urged greater attention to package selling and said many agents are missing the boat by overlooking it. He thinks there is a swing back to package selling.

Sadler Hayes, Penn Mutual, New York City, talked mainly on what membership in the Million Dollar Round Table means to an agent. He said it was the general experience of M.D.R.T. members that after they'd succeeded in qualifying the first time it was easier the following year to repeat.

Patrick M. Mucci, Metropolitan life ordinary representative in Paterson, N. J., said there is a tremendous market for juvenile insurance. If a wealthy man is uninsurable it is usually possible to sell insurance on his children or grandchildren. Some of these cases run large—\$100,000 to \$200,000.

Answering a question as to how he had sold a \$500,000 case despite the buyer's having a cousin in the life insurance business, Mr. Mucci, a three-time winner of the New Jersey pro-amateur golf championship, explained how he had got his prospect to see the

advantages of doing business with him rather than the cousin. Then he got quite a laugh from his audience by

adding, "...and besides, I showed him how to cure his slice."

R. Jay Wilcox, Prudential, New York City, said he does his prospecting among the graduating classes of certain eastern colleges. This accounts for a large amount of business and also leads to other sales. Using this system, plus prospecting among on-campus members of fraternities, he sold a million dollars of life insurance his first year in the business, 1951. Today he concentrates on the graduating classes, but not the fraternity members except those in the graduating

class. When he was getting started he sold \$300,000 on one such class at one of the colleges in just three weeks. His 1953 production thus far is \$1.3 million.

Harold Sloane, Continental Assurance, opened the meeting as association president and turned the proceedings over to Harold Loewenheim, Home Life, educational vice-president of the association, who introduced the panel moderator, David Marks, Jr., New England Mutual, a long-time qualifier for the M.D.R.T., who had arranged the program.



IT'S NO SECRET

Why try to keep a good thing under your hat? When your company has some solid selling points, it's time to shout and here are a few of the things Bankers National would like to shout about. For one thing, we're now in our second quarter century. We didn't get started until 1927, but our insurance in force is now close to a quarter of a billion dollars! Each year, new business written shows a noteworthy increase. This, we unhesitatingly proclaim, is a tribute to the work of our agents and to the close cooperation of the home office force.

Bankers National
Life Insurance Company

MONTCLAIR, N. J.

RALPH R. LOUNSBURY President

W. J. SIEGER, V. P. & Supt. of Agencies

LIFE • ACCIDENT • HEALTH • HOSPITAL

Indianapolis Life Has New Tools for Agency Building

Three new tools for agency building have been announced by Indianapolis Life, designed to assist in recruiting and training career men. They are the "career compensation plan," the "production incentive agreement," and the "training allowance."

The "career compensation plan" is a salary plan for new men, under which the agent who meets or exceeds a modest validation schedule can earn a substantial bonus. Amounts paid to the agent above his commission earnings are not charged back in succeeding production years.

The "production incentive agreement" provides for additional first-year commissions to be paid as a year-end bonus for meeting minimum production requirements. Under the "training allowance," the general agent receives additional compensation based on the new agents' first and second-year commission earnings.

EDITORIAL COMMENT

A Trait That Characterizes the Expert

The habit of constant observation is a trait that distinguishes the expert in any line from the mediocrity. We were forcefully reminded of this the other day by a remark made by Eliot Elisofon, *Life* magazine's noted photographer, while he was waiting around with a sizable group of newspapermen for an important life insurance announcement. Glancing out the window, he mentioned that the roof-top water towers on a group of buildings in the middle distance made an interesting pattern for a picture. Everybody in the room—they'd been waiting for hours—had seen the same vista but it took a trained observer to see the picture possibilities.

The habit of observation is no less important in the life insurance business—particularly in selling—than it is in photography or any other line where expertness pays off. Why does one agent see a sales possibility in a situation where another agent sees no-

thing? Why does one agent proudly sell a prospect a \$10,000 policy only to have the wind taken out of sales a little later on learning that the same man bought another \$50,000 from another agent? Trained observation is what spells the difference.

Why does a general agent recruit a new man and a few months later wonder what on earth made him think he could ever earn a living selling life insurance? In large part, it is failure to observe objectively. He looked at only part of the picture—the part he wanted to see.

The art of observation gets less attention than it should, partly because those who are good at it practice it more or less as second nature and fail to realize how deficient in it those under their direction may be. For most people the habit of observation isn't one that comes naturally. It can be fostered by wise guidance but it can be achieved only by constant practice.

A Hopeful New Sales Research Field

A career agent recently wrote us that he found little of value in talks by million dollar producers because these big writers operate among a clientele not available to the average agent and discuss techniques that are beyond any but the big-shot producer.

There is something to this criticism, we grant. Very often the reason that the big producer is being asked to talk is that he has developed some new sales gimmick. He may think he has to come up with something pretty fancy or his audience will feel let down. If he indicates that he just uses standard procedures that are widely known and available to anyone who knows how to read, the listeners may feel that he is holding back some trade secrets or that he is making his methods look deceptively easy so as to create the impression he is a wonder boy who needs no props for his persuasive salesmanship.

Nevertheless, we feel that the agent who writes a lot of business each year has something to contribute to the common fund of how-to-sell knowledge and skill. True, pension trusts and some of the more involved forms of planning are probably likely only to confuse the average agent unless he is willing to undertake quite an intensive study of them. But for the most part, the big producer and the average producer are playing the same game, only the former has learned how to step up

his efficiency and cut wasted work and wasted time to a minimum. The most significant indication of this is that the big producers may or may not write very large individual cases but nearly all of them write an impressively large number of lives year in and year out.

To make effective use of this reservoir of sales techniques, however, it is essential that it be analyzed, set down in organized form, validated, and then synthesized in a form that will be useful to the agents who have not been successful in discovering such methods for themselves or adapting them from various sources.

Since he is not primarily an analyst, a hot-shot producer may not really know the factors in his success and even if he has a pretty good idea what they are, he very likely doesn't appraise their relative importance correctly. And not being a teacher, he is not too well equipped to teach what he has discovered. Hence the need for independent analysis of million-dollar producers' methods to determine what they do that makes them successful while other agents operating under the same commission scales are barely making the grade. Then would come the question: Which of these many methods productive of success are adaptable to which types of agents? For obviously certain techniques, strik-

ingly effective in the hands of some producers, would only prove discouraging or perhaps disastrous to another type of personality.

Encouragement that some such program may not be too far off is to be found in the announcement made last week at the L.I.A.M.A. meeting by S. Rains Wallace, director of research, that L.I.A.M.A.'s research into company activities is shortly to be followed by independent research by companies themselves. Objective research into the usable techniques of successful agents would seem to fit right into this extended research program.

"We believe," said Dr. Wallace "that we must now have company laboratories—companies with sufficient ex-

ecutive daring to let us experiment. And I am particularly delighted to tell you that we are finding them."

We hope that the experiments will include research based on the lamely accurate assumption that little is known in a precise and objective way as to how the successful agents operate and what it is about their techniques that can be distilled out to improve the performance of the not-so-successful producer. Modern medical research starts with exhaustive efforts to discover the nature of the disease it is trying to cure. And research designed to inculcate successful selling techniques should start with an open-minded and objective analysis of precisely what constitutes a success factor in selling.

PERSONALS

President Asa V. Call of Pacific Life has been named head of the Southern California Air Pollution Foundation devoted to combatting the "smog" problem in Los Angeles. A total of 80 prominent L. A. business men comprise the foundation, which has received the support of Mayor Poulson and hygienic and medical organizations in the city.

Edward W. Marshall, vice-president and actuary of Provident Mutual, has been elected chairman of the actuarial advisory committee of veterans administration. Mr. Marshall has been a member of the committee since 1948.

Mrs. M. A. Kern, whose husband is president of All-American Casualty of Chicago, is in Evanston Hospital recovering from multiple fractures suffered at the Kerns' new home at Palatine, Ill. As she went to get out of her car, it backed up and she was knocked down by the open door and sustained pelvis and hip fractures.

Franklin Briese, treasurer of Minnesota Mutual Life, has been named a director of Miller hospital, St. Paul.

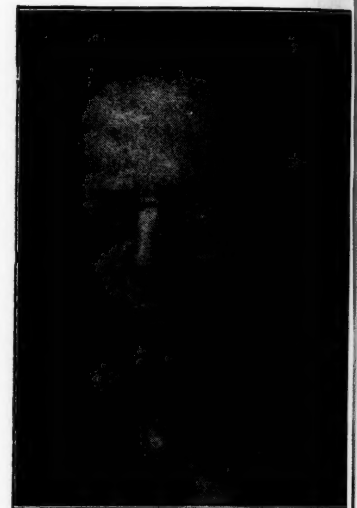
Walter R. Hoefflin, general agent at Seattle for Pacific Mutual Life, this month is observing his 30th anniversary with the company.

Commissioner Navarre of Michigan is recuperating at his Jackson home from a nervous disorder which caused his hospitalization at Lansing for more than a week. He was released from St. Lawrence hospital Saturday and is expected to return to his office for brief periods this week but probably will not attempt to maintain a full work schedule for some time.

Frank P. Aschmeyer, vice-president and general counsel of General American Life, has been named chairman of the special committee on constitutional and international law of Bar Assn. of St. Louis. **Lon Hocker**, vice-president and general counsel of Missouri Ins. Co., is president of the bar association.

DEATHS

DR. CHESTER T. BROWN, 71, who retired as medical director of Prudential in 1947, died in Dufur Hospital, Ambler, Pa. He joined Prudential in 1909 after graduating from Johns Hopkins medical school and serving his in-



DR. CHESTER T. BROWN

ternship at City Hospital, Welfare Island, New York City. Dr. Brown was a past president of the Assn. of Life Insurance Medical Directors and in 1935 presided at one of the sessions of the International Congress of Life Insurance Medicine in London. In Highland Park, N. J., where he lived, he served six years on the borough council and was a past president of the library board.

JOHN L. GALLOWAY, 57, superintendent at Gulfport, Miss., for Standard Life of Miss., died at Gulfport Memorial Hospital.

EUGENE O. HARRIS, Jr., formerly manager at Louisville for National L. A., was killed in an auto crash near

THE NATIONAL UNDERWRITER

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420 E. Fourth St., Cincinnati 2, Ohio

ATLANTA 3, GA.—432 Hurt Bldg., Tel. Walnut 9801. O. Robert Jones, Southeastern Manager.

BOSTON 11, MASS.—207 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

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DETROIT 26, MICH.—607 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

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KANSAS CITY 6, MO.—605 Columbia Bank Bldg., Tel. Victor 9157. William J. Gessing, Resident Manager.

MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 38, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burrledge, President.
Louis H. Martin, Vice-President.
Joseph H. Head, Secretary.
John Z. Herschede, Treasurer.
420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. E. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—363 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 2-3054. F. W. Bland, Pacific Coast Manager.

Nashville, Tenn. Newspaper reports said the car operated by Mr. Harris, who was driving alone, crashed into a pillar. He went to Louisville as National L. & C. manager in 1933 and left in 1940 to become president of a dry-goods firm.

RALPH F. TAYLOR, retired manager at Denver for Mutual of New York, died there. In poor health for several years, Mr. Taylor had been with the company for 46 years.

ADREON M. ENSOR, SR., a retired manager at Washington, D. C. for Metropolitan Life, died. He had been living at Miami for the last eight years.

FRED L. HILDEBRAND, 54, former manager at Kansas City for Bankers Life of Iowa, died in an ambulance while on the way to a hospital after a heart attack. He retired in 1950 after having been manager for Bankers



FRED L. HILDEBRAND

since 1943. Before that he had been manager there of Northern Life of Seattle and still earlier with the old Abraham Lincoln Life of Springfield, Ill. Since his retirement he had been manager of the World War II memorial building. He served in World War I and was active in veterans' organizations, being a former state vice-commander of the American Legion.

DR. O. V. CALHOUN, 52, assistant medical director of Bankers Life of

Postal General Agents Elect Milton Altschul

Postal Life General Agents Assn. at the annual meeting in the company's home office elected Milton Altschul, New York City, president. He succeeds Alvin Wolff, also of that city.

Abe Civen, Buffalo, was named vice-president; Edwin J. Fey, Syracuse, treasurer, and Philip Wang, New York City, secretary.

Bankers, Neb., Buys Land

Bankers Life of Nebraska has purchased a tract of land outside Lincoln and has indicated plans to construct a suburban office building on the site within the next few years. Company officers have declared that "definitely within the next five years additional space will be required."

Nebraska, died unexpectedly at a hospital in Lincoln. At the time of his death he was head of the Lancaster Tuberculosis Assn. He served in the last war as a lieutenant-colonel.

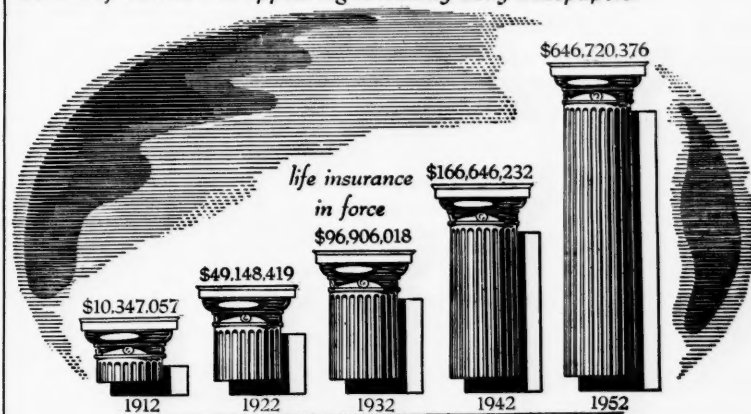
CLARENCE W. STRONG, who had been with Equitable Society at St. Petersburg, Fla., 33 years, died.

CHARLES G. MYERS, 76, retired debit manager of Prudential's Southshore office in Chicago, died at Rhineland, Wis. He had lived near Eagle River, Wis., in the summers and in Florida in the winters for a number of years.

HENRI DAMSKI, California-Western States Life manager at Seattle, died in a hospital there after a heart attack. He had been with the company since 1939, starting as assistant manager at Seattle. Before that he was an agent for many years with Acacia Mutual Life and Occidental of California.

ABRAHAM GOLDSTEIN, 59, general agent for Bankers National Life at Hartford, died in Sarasota General hospital. He had been in insurance since 1925 and with Bankers National since 1930. His agency, one of the company's largest, will be carried on by his son, E. M. Goldstein and his son-in-law, B. B. Kaplan. The late Mr. Goldstein was one of the founders of the Zionist organization in Connecticut and a vice-president of the Zionist organization of America.

Seventh of a series now appearing in leading daily newspapers:



The Pilot Is Fifty!

Pilot Life's insurance in force and assets literally *doubled* every five years for a quarter century. The Pilot's financial statements have shown splendid increases in every one of its 50 years. Policyholders and beneficiaries have received more than \$79 million. They have never received less than 4% interest* on funds left with the company.

Growth in itself is common to virtually every successful company. But many aspects of The Pilot's growth are unusual. Never in its 50 years did the company fail to expand. Its asset-liability ratio is \$116 to \$100. The company's home office administration has become a national model.

Today The Pilot serves more than 1,750,000 men, women and children. It stands as a pattern for other companies wishing to spread their services to all walks of American life.

*The Pilot guarantees 2 1/4%—is now paying 4%—and has never paid less than 4% in all its 50 years.



Pilot Life Insurance Company

PILOT TO PROTECTION FOR OVER FIFTY YEARS • O. F. STAFFORD, President • GREENSBORO, N. C.



There are Unusual Opportunities in Other States, Too!

Similar fine organizational opportunities await other good men in various cities and groups of counties (and other states yet to be developed) throughout the country. You, too, will deal direct with the home office. We are now in the process of building a vast organization of top producers to participate in our 50th Anniversary Celebration. But meanwhile profit immeasurably by representing us NOW! Better act quickly!

These Five Fertile Fields Await Profitable Cultivation!

In an active program to build business in ILLINOIS, WISCONSIN, CALIFORNIA, PENNSYLVANIA and SOUTH DAKOTA, this strong, aggressive life company seeks high-calibre men. If you live in any of these states, learn what a splendid future you can have by growing with us.

This can well prove to be an unusual LIFE opportunity to develop business by appointing sub-agencies and selling our portfolio of time-tested insurance. You will have direct contact with the home office. Immediate field training and sales assistance will be provided personally by our State Manager at no cost to you. You will also be further backed by proved and profitable promotions to develop leads that will help you make sales and obtain agents. If you have the ability, this is your chance to build a fine and lucrative agency. Are YOU the man in your state who can grasp this opportunity?

Phone, wire or write quickly to Alexander MacArthur, Vice-President.

CENTRAL STANDARD LIFE
Founded 1905 **INSURANCE COMPANY**

211 W. Wacker Drive

Chicago 6

CHANGES

North American L.&C. Names Schiltz Manager in N. D.

Lawrence P. Schiltz, general agent in southern Minnesota for Midland National Life, with headquarters at St. James, has been named manager at Aberdeen, S. D., for North American L.&C., succeeding Peter J. Ble-gen, retired.



Lawrence P. Schiltz

South Coast Life Names Graves, Plans Expansion

South Coast Life has named Claude A. Graves, Jr., district manager of its new branch office at Austin, Tex. The company, now operating exclusively in Texas, plans to expand in

the near future into Arkansas, Louisiana and New Mexico, and has already established a branch office at Alexandria, La., with others envisioned at Baton Rouge and Lake Charles. South Coast agents now are writing business in Arkansas and New Mexico, although no offices exist in those states at the present time. Sante Fe and Little Rock are slated for operational points soon, however.

Kelly Heads New Office

Phoenix Mutual



William F. Kelly

Life has opened a new brokerage agency at New York City with William F. Kelly as manager. The new office will be devoted exclusively to serving brokers and surplus writers, while the company's five regular agencies in Manhattan and Brooklyn will continue their usual brokerage service. Mr. Kelly joined Phoenix Mutual in 1947.

Mass. Mutual Transfers Abair, Promotes Marsh

Massachusetts Mutual has established its first general agency in Arizona with Charles A. Abair, formerly general agent at Barre, Vt., as general agent, with headquarters at



Charles A. Abair



John E. Marsh

Phoenix. The agency will serve the entire state. Succeeding Mr. Abair at Barre is John E. Marsh.

Mr. Abair joined the company in 1938 and has been general agent at Barre since 1944. Mr. Marsh, with the Barre agency since 1946, and for the past three years as agency supervisor, is the son of the late Stanley F. Marsh, general agent for the company at Barre 1938-1944.

Gilkeson to Great American

Leonard Gilkeson, formerly with Pioneer National, has joined Great American Life as supervisor for north-eastern Kansas with headquarters at Topeka. Mr. Gilkeson also has been with Postal L. & C. in its agency department.

Hartman to West Coast Life

West Coast Life has appointed Howard A. Hartman manager at Boise, Ida. Mr. Hartman entered the business in 1946 and prior to his present appointment had been general agent and assistant to the president of other companies.

McCray Is General Agent

Minnesota Mutual Life has appointed Steward D. McCray general agent at Lexington, serving central and eastern Kentucky. For 16 years before joining Minnesota Mutual, Mr. McCray was with Prudential, the last nine as staff manager at St. Paul.



S. D. McCray

H. Raymond Strong Heads New Company at Dallas

Security Standard Life has been formed at Dallas with H. Raymond Strong as president. The company has been organized with capital of \$100,000 and a surplus of \$200,000 and is beginning operations with more than \$3,330,000 of insurance in force.

Mr. Strong began in the business in 1933 in the actuarial department of Southwestern Life and in 1942 was named actuary to the board of insurance commissioners of Texas. He became a consulting actuary to the board in 1946, and later was named actuary of American Hospital & Life. He was elected vice president and actuary of Combined American in 1949 and joined the board in 1950.

Combined American specializes in A. & H. coverages. A selected group of its life policies have been assumed by Security Standard.

Other officers are Roy C. Lytle, vice-president; Frank Foster, secretary-treasurer; Mrs. LaVerne D. Fields, assistant secretary; Charles L. Strip-

ling, assistant treasurer; Robert A. Riggs, field supervisor; Dr. James T. Montgomery, medical director, and Mrs. Jewel Herzog, chief underwriter.

Orville E. Beal, vice-president in charge of north-central operations of Prudential at Minneapolis, is speaking before Life Managers & General Agents Assn. of Milwaukee.

Mutual Savings Life Announces

A Unique "Package"

Surgical operation and dismemberment benefits may be added to most life contracts for an added premium of \$1.25 (male) per \$1,000 of insurance. With this benefit, a \$5,000 policy would provide up to \$250 per year for major surgical operations and up to \$1250 for special dismemberment losses.

Direct agency openings in Ohio, Ind., Iowa, Ky., Miss., Mo. and Ark.

Write to J. DeWitt Mills, Supt. of Agents

Mutual Savings Life

5701 Waterman

St. Louis 12, Mo.

**For The Broker
who wants
All Of Them**

Individual and Group
LIFE

ACCIDENT & HEALTH & HOSPITAL

They're yours at United States Life—one of the first to offer producers a complete money-making portfolio in all personal lines.

You'll find new plans; progressive sales ideas; a modern merchandising philosophy. You can now give your clients the newest and best in all forms of personal coverage.

Call your U. S. Life agency or write home office for details.

OUR
104TH
YEAR



A Combination Company offering all forms of Ordinary Life, Weekly Premium Life, Hospitalization, Health and Accident, and Credit Life Insurance.

\$139,888,773.00

Life Insurance in Force June 30, 1953

Our 46th Year of Service

Service Guide

Valuable Paper Wallets

One or a Thousand

Write for Brochure

J. M. NEWMAN

2328 N. Henderson

Dallas, Texas

Oates Decision Seen As Lift for General Agents

(CONTINUED FROM PAGE 1)

but by the income tax law when they retire because as independent contractors they can't qualify for pension plans under 165(a) of the revenue code as employees. The soliciting agent, on the other hand, is often covered by a qualified pension plan set up by his company. Also, he can and usually does keep on writing business after he officially retires, whereas a general agent, when he retires, ceases completely to be a general agent and has only the run-off of his general agency commissions and personal production renewals, unless he writes personal business.

Except for the fairly rare agent who has been producing a large volume and on retirement plans to quit writing business altogether, the right to receive renewal commissions on a levelled-out basis rather than as accrued would not be an important advantage as far as post-retirement years are concerned. It would be important to almost any agent, however, to have such an arrangement for any renewal com-

missions payable to his heirs or estate. Not only would the tax impact be lessened but for most widows it would be decidedly preferable to receive the renewal income in equal installments for a specified number of years than to receive it in a large amount at first tapering to nothing in later years.

The option that Mr. Oates made use of provides that the company pays interest on funds held in excess of the actual accrued renewals, the rate being the same as that used as the interest assumption in computing annuities being currently sold. The arrangement must be selected before the general agent retires and is not subject to change after retirement.

Record Farm Bureau Oct.

Farm Bureau Life of Columbus has established a new record for the month of October with \$100,011,000 of issued and paid for ordinary, an increase of 13.5% over the corresponding month in 1952. The 10-month issued and paid for ordinary business of \$120,961,000 is an increase of 19.9% over 1952, with total insurance in force as of Oct. 31 being \$638,950,040, consisting of \$601,621,640 ordinary and \$47,328,400 group.

Bankers Life

BUSINESS SPECIAL

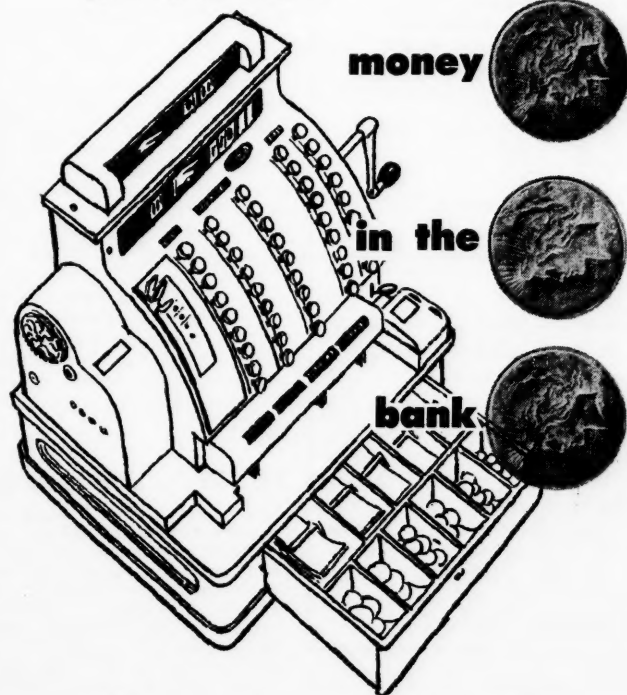
policy has been "like money in the bank" to fieldmen who have found it to be a natural in its appeal to practical buyers.

Like

money

in the

bank



Bankers Life
INSURANCE COMPANY of Nebraska

State Mutual Life

Assurance Company

is proud to announce that it is now accepting

Non-Cancellable SICKNESS and ACCIDENT

risks throughout its territories

This addition to our broad portfolio of coverages is available to both men and women on a country-wide basis

STATE MUTUAL LIFE
ASSURANCE COMPANY

FOUNDED IN 1844

LET US BE THANKFUL

That during this traditional season of Thanksgiving we can look to the future in a spirit of faith and confidence.

Thankful that man is better equipped, spiritually and materially, to build a stronger and happier society.

Thankful that the growth of spiritual and educational assets through the years gives us inspiration to ever increase our activities in advancing these greatest of human resources, thus increasing our faith, extending and broadening our vision and adding to our determination to support ideas and ideals which will bring about peace, security, freedom and happiness for all.



PEOPLES LIFE INSURANCE COMPANY

"The Friendly Company"

Frankfort

Indiana

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

lion. W. M. Callaway, who has been South Coast president, is retiring.

Integration of the two companies is being accomplished by a stock exchange agreement on a one to six ratio, with a share of South Coast valued at \$60 being traded for six shares of American Country valued at \$10. The Beaumont company has more than 15,000 shares of outstanding stock. Mr. Woodward, who was elected president of American Country Life only last September, is a former vice-president of Trinity Life and Southland Life.

American United Names Three Managers

American United Life has appointed Leslie T. Ahrenholz manager at Miami, J. P. Dyer manager at Salt Lake City and W. L. McGlocklin Memphis manager.

Fete C. W. Hamlin, Sr., on Retirement

C. W. Hamlin, Sr., general agent at Buffalo for Mutual Benefit Life, is retiring Dec. 31 to return to personal production and will be succeeded by his son, Clay W. Hamlin, Jr. In his 40 years in the business, including 25 years as a general agent, Mr. Hamlin has sold some \$50 million of life insurance, one

policy alone amounting to \$6 million. He has sold as much as twice that amount in a single year. Mr. Hamlin was given a testimonial dinner Nov. 19 by Buffalo Assn. of Life Underwriters. Robert C. Gilmore, Jr., Mutual Benefit Life, Bridgeport, Conn., president of the National association was the speaker. The younger Mr. Hamlin started with his father in 1941 and became associate general agent in 1948.

Allied Life New North Carolina Company

Allied Life Company of Charlotte, N.C., has been chartered with capital of \$500,000, to write life insurance, annuities and A & H. It has not yet been licensed by the insurance department.

Incorporators include H. C. Alexander, chairman of Pyramid Life; Homer V. Lang, chairman of Tennessee Life and Cosmopolitan Life; W. L. Rosenbaum, former district manager for Home Beneficial and Independence Life; M. C. Stephenson, formerly district manager for Southland Life. All are from Charlotte.

Vote to Hike Great Southern Capital \$2 Million

Great Southern Life stockholders have voted to increase capital to \$5 million. This will be accomplished by transferring \$2 million from surplus. Subject to insurance department approval, the stock dividend will be issued to holders of record on Dec. 1. At June 30, Great Southern had assets of \$141,583,000 and insurance in force of \$624,058,178. Effective with the stock dividend, surplus and reserves will stand at \$7,244,460.

WANT ADS

Rates—\$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

RESPONSIBLE POSITION FOR EXPERIENCED CLAIM MAN

A man with experience and ability in life-accident-health claim work may find the opportunity to better his situation (which, probably, is already good) with an established Life-Accident-Health company.

To meet the requirements, this man will be about 35 years of age and will have a good educational background (law graduate desirable but not essential). He will have a number of years of experience in Home Office or Home Office and Field operations—including supervision of claim personnel.

The salary will be attractive even though he has

earned substantial recognition in his present connection. He will be employed by a progressive company which has been doing business since before the turn of the century and which operates on a national scale. He will have the opportunity to enroll in an excellent group insurance program and one of the best retirement plans to be found in any company.

If you feel qualified we would like to hear from you. Give full details in your first letter, which will be held in strict confidence. All correspondence will be acknowledged, and personal interviews will be arranged with the best qualified men. Write to:

BOX V-12

THE NATIONAL UNDERWRITER

175 W. Jackson Blvd.

Chicago 4, Ill.

YOUNG UNDERWRITER (Home Office Experience)

Growing Midwestern agency insuring physicians for group life and disability through their national organization needs additional personnel. Salary open.

You must be married, under 35 and have 5 years of Home Office life underwriting, with some familiarity with disability and premium accounting. Able to advise men on problems through correspondence.

Write in confidence and at length about your experience, education, family. Please send a modern 5 x 7 photo and quote home address and phone.

Box No. V-43, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ATTORNEY WITH A & H CLAIM EXPERIENCE

We have a very responsible position for a young attorney with experience in handling A & H and hospital insurance claims. In addition, the person selected will handle other general legal matters for a very progressive Midwest Life Insurance Company. Must be willing to relocate. The salary is open. Write, giving full details regarding previous experience. Box No. V-41, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

UNUSUAL ACTUARIAL OPPORTUNITY

Medium sized rapidly growing midwest combination company has outstanding opening in actuarial department for man under age 45. Must have executive ability and be Fellow of Society of Actuaries. Give full particulars. Replies handled confidentially. Address U-39, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

A & H EXECUTIVE AVAILABLE

Full knowledge of all functions. Top record as executive and consultant with Life & Casualty Co's. guarantees success to Company desiring aggressive profitable growth. Now employed but desire change to position with compatible permanent future. Box No. V-42, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY EXECUTIVE

desires connection with a life company as Resident Vice President in area of Missouri, Iowa, Minnesota, both Dakotas, Nebraska, Colorado, Kansas, Oklahoma and Texas. Address V-18, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

U. S. Life Ups Head

NEW YORK—Glenn Head, who joined United States Life two months ago as associate actuary, has been elected actuary, succeeding Robert L. Bergstresser, formerly with Iowa Life of Des Moines.

New Senate Leader in N.Y. Has Insurance Background

ALBANY—Sen. Walter J. Mahoney of Buffalo, designated this week as leader of the Republican majority in the New York senate and acting lieutenant governor, is well known to insurance people in the state, as he was for some years chairman of the senate insurance committee and was the first chairman of the joint committee on insurance rates and regulation, now headed by Sen. Condon of Yonkers.

Sen. Mahoney was designated for the leadership posts following the resignation from those posts of Sen. Wicks of Kingston. Wicks was forced out by Gov. Dewey because of his prison visits to Joseph S. Fay, convicted labor extortionist. Sen. Mahoney stated Oct. 21 that he had been counsel for the Hamburg Raceway, a trotting track, and that the Multiple Line Insurance Agency of Buffalo, of which he is a director, had written insurance for the track, but that he had severed his connection with the track two weeks earlier because he feared "misinterpretation."

However, this statement created almost no political stir, despite the current investigation of racetrack racketeering. In view of his selection for the leadership jobs, he is regarded as a definite possibility as a candidate for governor.

Tell Pru's Dividend Scale

The 1954 dividend scale applicable to ordinary policies having their anniversaries in January or February has been announced by Prudential. In the case of most policies issued after Dec. 31, 1941, the scale has been increased and total dividends on this class will be higher than if the current scale were continued. In no case will one of these policies receive a lower dividend than was credited to it in 1953.

In the case of older policies—those issued before Jan. 1, 1942—the 1953 scale will be continued. This scale was increased this year.

Interest rates on proceeds left at interest or on dividends left at interest will remain unchanged.

The company will announce next month its dividend scale for policies whose anniversaries fall in the remaining 10 months of 1954.

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UNITED BENEFIT LIFE PASSES

BILLION in FORCE

UNITED of OMAHA has become the nation's YOUNGEST OLD-LINE LEGAL RESERVE STOCK LIFE INSURANCE COMPANY with \$1,000,000,000.00 of insurance in force.

By reaching its first billion-in-force during this, its 27th year, United Benefit Life set a *new world's record!*

Setting records is nothing new for United Benefit. On its twentieth anniversary, it made a record, by attaining a half-billion insurance in force. In the seven years since then, its insurance-in-force has *doubled*.

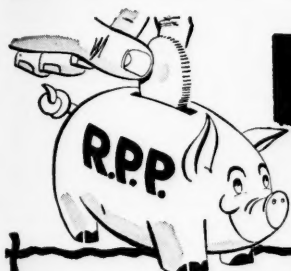
This progress has been made on the basis of **STRENGTH, STABILITY and SERVICE**, and has put United Benefit among the top 6 per cent of America's life insurance companies.

United OF OMAHA



UNITED BENEFIT LIFE INSURANCE COMPANY

HOME OFFICE: OMAHA, NEBRASKA



Easy to Sell!

WNL's new
RETURN PREMIUM PLUS PLAN
is like a "magic bank" ...

Our agents say to prospects:
"Suppose you had a pig bank.
Before you completed
your saving plan, you
went away. Your family
would open it to find..."

1 ... all the money
you had put
into it —

2 ... plus all the
money you had
intended to put
into it (but hadn't
yet done) —

3 ... plus a check
for \$5,000 (5 units)"
Magic? . . No, it's
the new RPP!

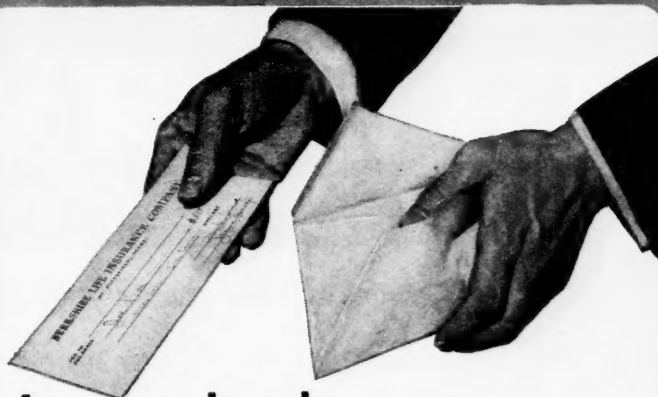
With such attractive "merchandise" as this to offer,
it's no wonder life is treating WNL agents very well!
If you are interested in joining one of the fastest grow-
ing insurance companies in the Middle West, write or
phone our agency department.

WISCONSIN NATIONAL LIFE INSURANCE CO.

HOME OFFICE: OSHKOSH, WISCONSIN

GENERAL AGENCY OPENINGS IN WISCONSIN, MICHIGAN, ILLINOIS, INDIANA, MINNESOTA

First Legal Reserve Stock Life Insurance Company Incorporated in Wisconsin.



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That's why Berkshire Life provides 114
Adult and Juvenile Life and Accident & Health policies
and riders to take care of the three most vital problems:
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For Example Retirement Income Plans for Men & Women:

- Retirement Income at 55-60-65 & 70 — \$10 monthly income per \$1000
- Income at 60 & 65 — \$5 monthly income per \$1000
- Retirement Annuities — 50-55-60-65 & 70
- Single Premium Annuities

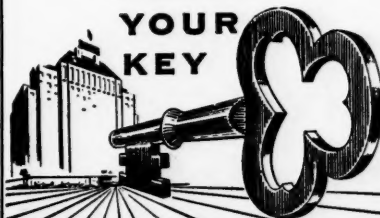
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YOUR
KEY



TO
The Shamrock
AND A
WELCOME
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












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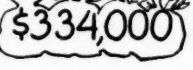



The Shamrock



HOUSTON

GLENN McCARTHY, President

FRANK H. BRIGGS, V. P. and Gen. Mgr.

Meet Phoenix Mutual's typical  *Executive Field Underwriter*  He is the "Mr. Average"  of P.M.'s top 100 career men who have served the company more than 2 years. Here is his picture  He joined P.  M. when he was  30 years old. He is now  46, married , and has 2  children. He owns his own . The chances are ② out of ③ he went to  He has purchased nearly  \$50,000 of his own product. He sells  \$524,000 of life insurance each year by making 19  calls and a minimum of 10 interviews  per week, using the company's Visual Sales Portfolio , Direct Mail , National Ad Leads and Personal Plans Service .

His younger colleague, "Mr. Average"  *Associate Field Underwriter*  is a composite of the top 20 P.M. men with less than 2 years' experience. He is  33 years old, is likewise married , and has 2  children with another  10 in prospect. The chances are ① out of ② he owns his own  and ② out of ③ he attended  He sells  \$334,000 of life insurance each year and has  \$39,000 in force for his own family protection. He makes 28  calls and conducts at least 17  interviews per week.

The moral of our story is a simple one. Phoenix Mutual's program of careful selection and thorough  training -and practice of supplying  proven sales aids -result in the building of career life insurance men who enjoy a high degree of success.



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